



**MVP AND TIKTOK LIVE JOIN FORCES FOR FIRST-EVER CHAMPIONSHIP BOXING EVENT WHERE AMANDA SERRANO PURSUES THE ALL-TIME WOMEN'S KNOCKOUT RECORD ON FRIDAY, AUGUST 21 AT PECHANGA RESORT CASINO IN TEMECULA, CALIFORNIA**

*Amanda Serrano continues to be a game changer in historic first-ever 12-round, two-minute unified women's world title bout vs. Lucrecia Manzur as MVP delivers the first championship event broadcast in partnership with TikTok LIVE Premiere*

*MVP's talents, including US Olympian Jahmal Harvey, the most-followed active female boxer in the world, Brazil's Jully Poca, undefeated Roxy Verduzco, German Olympic medalist Nelvie Tiafack, and Jocelyn Camarillo join card*

*Tickets are on sale now at [Ticketmaster](#)*

*All media wishing to be credentialed for Serrano vs. Manzur must apply [HERE](#)*

**NEW YORK, NY – July 16, 2026** – Most Valuable Promotions (MVP) and TikTok LIVE today announced a special collaboration bringing championship boxing to TikTok LIVE for the first time ever on Friday, August 21 at Pechanga Resort Casino in Temecula, California. The partnership marks another industry-defining first for MVP, bringing elite championship boxing to TikTok's global community, and furthers the promotion's mission to expand the sport through innovative disruption and unprecedented access for fans worldwide, including MVP's loyal and hard-to-reach Gen Alpha and Gen Z audience.

The event is headlined by boxing trailblazer and unified featherweight champion **Amanda "The Real Deal" Serrano** (49-4-1, 32 KOs), who will seek to break the all-time women's knockout record against Argentina's #2 WBO contender **Lucrecia Manzur** (14-4, 7 KOs). Serrano vs. Manzur will also mark another milestone in women's boxing as the first-ever unified women's world championship contested over 12 two-minute rounds for the unified WBA and WBO featherweight world titles at 126 pounds. The landmark moment follows Serrano's record-shattering accolades as the most-decorated fighter in women's boxing history. Already a seven-division champion, the first male or female Puerto Rican undisputed world champion, and the first woman to headline Madison Square Garden, Serrano also became the first to defend her unified titles under equal rules to men's champions and competed in the most-watched professional women's sports match ever in the U.S. She will now capture two further historic firsts as she becomes the first unified boxing champion to compete 12, two minute rounds and to have a title fight streamed live on TikTok. Tickets for Serrano vs. Manzur are on sale now at [Ticketmaster](#). All media wishing to be credentialed for Serrano vs. Manzur must apply [HERE](#).

In addition to Amanda Serrano, the event will feature MVP's US Olympian **Jahmal Harvey** (3-0, 2 KO) vs. Mexico's **Hammet Keb** (7-2-1, 6 KOs) in a 6 round lightweight bout at 135lbs and MVP's undefeated Brazilian boxer and influencer **Jully Poca** (1-0), the most-followed active female boxer in the world, vs. Arlington, Texas prospect **Cinderella Linnear** (1-0) in a 4-round super lightweight bout at 140lbs. Also on the card will be MVP's undefeated rising contender **Roxy Verduzco** (7-0, 1 KO) vs. **Miguelina Hernandez** (4-0, 3 KOs) in an 8-round featherweight bout, MVP's Olympic bronze medalist, European champion, and five-time German national champion **Nelvie Tiafack** (4-0, 3 KOs) vs. Mexico's **Salvador Zavala** (7-0, 5 KOs) in a 6-round heavyweight bout, and MVP's and Indio, California's **Jocelyn Camarillo** (6-0, 1 KO) vs. Mexico's **Ashley Felix** (7-4, 1 KO) in a 6-round minimumweight bout at 105lbs.

**Amanda "The Real Deal" Serrano** is the first-ever Puerto Rican undisputed world champion and the most decorated fighter in women's boxing history, recognized by the Guinness World Records for the most boxing world championships won by a female in different weight classes. Serrano is currently the unified featherweight champion holding the WBO, WBA and Ring Magazine titles, and is MVP's first signee and signed the first-ever lifetime combat sports contract with MVP to become Chairwoman of MVP's women's boxing initiatives post her in-ring retirement. In her most recent bout on MVPW-03 in May 2026, Serrano tied the all-time women's boxing record as she earned her 32nd professional KO against Cheyenne Hanson live on ESPN.

"I've dedicated my career to creating opportunities for women's boxing and bringing our sport to the biggest stages possible, so to headline the first-ever championship boxing event on TikTok is incredibly meaningful," **said Amanda Serrano**. "Women's boxing deserves to be seen by as many people around the world as possible, and this partnership gives us the chance to introduce our sport to a massive global audience in a completely new way. I'm also proud that Lucrecia and I will

be making history in the first-ever unified women's world championship contested over 12 two-minute rounds. Every time I step into the ring, I'm fighting for Puerto Rico, and on Friday, August 21, I have the opportunity to make history for my island, break the all-time women's knockout record, and defend my world titles. This will be a night to remember for Temecula and boxing fans around the world."

**Lucrecia Manzur** is a 27-year-old fighter from San Miguel, Tucuman, Argentina. She made her professional debut in 2020, and entered her first title challenge in 2023 for the vacant Argentina super featherweight title before challenging Karen Carabajal for the South American super featherweight title. Later that year she moved down to the featherweight division, immediately challenging Daniela Bermudez for the Argentine title. In 2024, Manzur entered her latest dominant streak, collecting the South American title, then winning the Argentine title by TKO. In November 2024, Manzur successfully defended her titles while also winning the WBO Latino featherweight title by dominant unanimous decision. She earned a TKO win in her next defense and most recently won by UD in defense of her WBO title. She is the #2 WBO contender.

"I've been asking for this opportunity for a very long time. Ever since I started boxing, I've dreamed of fighting for a world title, and now I have the chance to do it against one of the sport's true icons and someone I've always admired—Amanda Serrano. I have tremendous respect for everything Amanda has accomplished and for the legacy she has built. But once we step into the ring, my focus is on winning," **said Lucrecia Manzur**. "I'm confident in my preparation, my abilities, and the work we've put in together. In one month, I believe Tucumán and all of Argentina will be celebrating a new world champion."

"From day one, MVP has challenged the traditional boxing model by creating the biggest moments and opportunities for fighters while finding new ways to bring the sport to fans around the world," **said Jake Paul and Nakisa Bidarian, co-founders of Most Valuable Promotions**. "Partnering with TikTok to deliver the first-ever championship boxing event on TikTok LIVE is another example of that vision to grow the audience for boxing and make world championship fights more accessible than ever. This event will also further activate MVP's loyal fanbase among hard-to-reach Gen Z and Gen Alpha audiences, demographics that MVP has consistently reached better than anyone else in the sport. This would not be possible without the MAFFE, the MOST ACCOMPLISHED FEMALE FIGHTER EVER, Amanda Serrano. The most watched, the most paid, the most titles, and maybe on Friday, August 21, from The Pechanga Resort in Temecula, California, live on Tik Tok globally, the most knockouts ever - The MAFFE, Amanda Serrano."

"This partnership reflects our commitment to bringing the world's most compelling live sports moments to our global community, while giving fans new ways to discover, engage, and interact with the athletes and creators they love," said **Shen Gao, Head of LIVE Operations, Americas at TikTok**. "We're excited to bring the first championship boxing event to TikTok LIVE alongside MVP, spotlighting Amanda Serrano as she works toward a historic milestone."

US Olympian and amateur world champion **Jahmal Harvey**, an Oxon Hill, Maryland native, is a 10x national champion, 2021 world champion, Continental Championships silver medalist and gold medalist at the Santiago Pan American Games. The finish qualified him for the Paris 2024 Olympic Games, where he finished as a quarter-finalist. Harvey signed with Most Valuable Promotions ahead of his pro debut—a KO win—on MVP’s Most Valuable Prospects 14 in August 2025, heralded as one of the top prospects in American boxing. He then earned a UD win on the main Netflix card of MVP’s Jake vs. Joshua: Judgment Day in December 2025, before earning a TKO win on MVPW-02 in April 2026.

“I’m happy to be back out and fighting on a great MVP show in California on Friday, August 21,” **said Jahmal Harvey**. “I’m looking to show everyone why I’m one of the very best prospects in the game.”

Mexico’s **Hammet Keb** (7-2-1, 6 KOs) is a 26-year-old prospect from Veracruz, Mexico. He made his pro debut in March 2022 with a knockout win over Jose Solis Medina, and has since collected 6 wins by knockout, including his latest bout in May 2026 – a first round stoppage of Mario Alberto Pena Gonzalez.

Hailing from São Paulo, Brazil, **Jully Poca** is a powerhouse athlete who has dominated the crossover boxing scene with an undefeated record. Originally Brazil’s premier female fitness influencer, her life took a sharp turn in 2023 when she competed in the UK alongside megastar Whindersson Nunes. She discovered a profound passion and began training as a full-time boxer. Poca made her fully sanctioned professional debut with Most Valuable Promotions on MVPW-04 in June 2026. Beyond her technical prowess, Jully first captured the Brazilian public's heart when she intervened in a violent road-rage incident, physically subduing a man who was attacking two women until police arrived. With 3 million Instagram followers, Poca was the most-followed female professional boxer in the world the moment she made her pro debut, defeating Monica Medina.

“I’m over the moon that my second bout with MVP is already scheduled! From the moment we sealed the deal, I emphasized the importance of staying busy, and it’s amazing to see that vision become a reality,” **said Jully Poca**. “I will be training with Ross Enamait and Katie Taylor and can’t wait to help Katie in any way I can for her farewell fight as well! You can expect a lot of improvements on my game once again.”

**Cinderella Linnear** is a 32-year-old boxer from Arlington, Texas by way of Shreveport, Louisiana. She made her professional debut in August 2025 with a unanimous decision win over Desiree Davila. Linnear competed as part of Team Boxing League in 2025.

**Iyana “Roxy” Verduzco** is an undefeated pro boxer from Los Angeles, California. A skilled boxer-puncher and southpaw, Verduzco is recognized for her high boxing IQ, sharp timing, and quickness, training at Wild Card Boxing Club under coaches Gloria Alvarado and Marvin Somodio. Verduzco

began boxing at just four years old and had her first fight at eight, building an exceptional amateur career that included 108 fights. She became a 21x national champion and amateur world champion, qualifying for the 2019 Olympic Trials. Coming from four generations of fighters, Verduzco draws inspiration from her uncle, undefeated kickboxer Benny “The Jet” Urquidez, and her mother, who introduced her to boxing and is her greatest motivation. Outside the ring, Verduzco, a dual citizen of Mexico and the United States, enjoys traveling and reading, owns a coffee truck, and is currently learning piano.

“I’m excited to step back into the ring for my first fight under MVP,” **said Roxy Verduzco**. “I was supposed to fight back in May, but due to circumstances out of my control it didn’t happen. So to now be making my MVP debut on the West Coast in California is special. I’m proud to represent the West Coast and ready to be back in action after a long layoff. This will be an action packed card full of great fighters and I’m one of them.”

**Miguelina Hernandez** is a professional boxer with a record of 4-0, with three knockouts. The Dominican Republic prospect is 28 years old. After a defining start to her pro career, winning her first three bouts each by first-round knockout, she won her most recent bout in May 2026 by unanimous decision.

German Olympian **Nelvie Tiafack** grew up in Cameroon, facing the loss of his father at just two years old. At the age of 8, he traveled alone from Cameroon to Cologne, Germany. After two years apart, he reunited with his mother. As an amateur boxer, he became a 5x German amateur champion, European champion, and the first German super heavyweight boxer to win an Olympic medal in Paris 2024. Tiafack’s notable wins include UK amateur titan Delicious Orie, British Olympian and 2020 Tokyo Olympics bronze medalist Frazer Clarke, and Armenian heavyweight standout Gurgen Hovhannisyan. The 27-year-old fights not only for victory but also to honor his mother's influence and inspire others facing challenges.

“I’m hyped and more than ready to put on a show on American soil as a professional,” **said Nelvie Tiafack**. “I’ve been working my ass off to make sure the fans get their money’s worth. I can’t wait to step in there and deliver.”

Mexico’s **Salvador Zavala** is a professional boxer with an undefeated record of seven wins and five knockouts. The 31-year-old is from Zapopan, Mexico. He made his pro debut in 2019, and has earned knockout wins in his past five straight professional bouts.

MVP’s **Jocelyn Camarillo** is a 3x amateur national champion, former #1-ranked US amateur in the light flyweight division, and a proud training partner for Team USA Youth & Elite. She represents Indio, California as one of the brightest young talents coming out of the Coachella Valley boxing community. Jocelyn grew up watching boxing and developed a natural passion that eventually led

her to train at the historic Coachella Valley Boxing Club, where she built a strong amateur foundation and sharpened her skills among some of the region's best athletes. Known for her speed, accuracy, and high-IQ pressure style, Jocelyn has quickly developed a reputation as a disciplined athlete with true star potential. Both inside and outside the ring, she brings charisma, professionalism, and a growing fanbase that continues to follow her journey.

"I'm really excited to get back in the ring on Friday, August 21st at Pechanga Resort Casino in Temecula, California Fighting so close to home makes this fight even more meaningful because I'll have so many of my supporters there," **said Jocelyn Camarillo**. "I've been working hard, and I'm looking forward to putting on a great performance and giving everyone a fight to remember."

With a decade of experience, 21-year-old powerhouse **Ashley Felix** was and raised in Tijuana, Baja California, Mexico, Felix began boxing at the age of 10. After a 36-fight amateur career, she began her professional career in May 2023. Felix most recently competed on MVPW-04 in June 2026. Dubbed "Dinamita Felix" by her parents, she enters the ring ready to showcase the tenacity that has defined her career from the start.

For more information, follow on X via @MostVPromotions, on Instagram via @MostValuablePromotions.

### **About Amanda Serrano**

Amanda "The Real Deal" Serrano is the first-ever Puerto Rican undisputed world champion and the most decorated fighter in women's boxing history, recognized by the Guinness World Records for the most boxing world championships won by a female in different weight classes. Serrano, currently the unified featherweight champion holding the WBO, WBA and Ring Magazine titles, is Most Valuable Promotions' first signee, who also signed the first ever lifetime combat sports contract with MVP and will become Chairwoman of MVP's women's boxing initiatives to lead the company's efforts in identifying, signing, developing and marketing the promotion's growing roster of female athletes post her in-ring retirement. Serrano faced off against Katie Taylor for the first time at Madison Square Garden in April 2022, making history as the first women's fight to headline Madison Square Garden, earning global acclaim and winning Sports Illustrated's Fight of the Year and The Ring's Event of the Year for 2022. Taylor vs. Serrano was also nominated for Sports Business Journal's Event of the Year, a testament to the global reach and power of the event. Following the historic bout, Serrano defeated Sarah Mahfoud and Erika Cruz en-route to becoming the undisputed featherweight champion. She successfully defended her undisputed title in August 2023 against Heather Hardy before making history again, defeating Danila Ramos in October 2023 in the first-ever women's unified world championship contested over 12 three-minute rounds—equal to a men's championship fight. She threw a career-high 1,103 punches in the bout, solidifying her status as a trailblazer for gender equality in boxing. In recognition of her achievements inside and outside the ring, Serrano was named the Boxing Writers Association of America (BWAA) Female

Fighter of the Year for 2023, as well as Sports Illustrated's and Boxing Scene's 2023 Women's Fighter of the Year. She continued her dominance in July 2024, scoring a second-round knockout victory over Stevie Morgan in a super lightweight bout.

Serrano went on to face Katie Taylor in the most anticipated women's boxing rematch in modern history in the co-main event of MVP's Jake Paul vs. Mike Tyson card on Netflix in November 2024. The undisputed super lightweight title fight averaged 74 million live viewers globally and became the most-watched professional women's sports event in US history with 47 million AMA in the US. The bout ended in a razor-thin decision victory for Taylor, sparking global debate and skyrocketing Serrano's social following to over 1.2 million. #Serrano also trended at #2 on X in the US, Brazil, Spain, and Canada post-fight, further cementing her status as a global icon. Serrano then faced Taylor a third and final time atop an all-women's event at Madison Square Garden, commanding the world's attention once again on Netflix, continuing to break barriers for women in combat sports with a historic trilogy. Serrano made her long-awaited homecoming to Puerto Rico in a unified featherweight title defense of her WBO and WBA featherweight titles in January 2026, defeating challenger Reina Tellez. In her most recent bout on MVPW-03 in May 2026, Serrano tied the all-time women's boxing record, previously held by Christy Martin, as she earned her 32nd professional KO against Germany's top contender Cheyenne Hanson.

### **About Jahmal Harvey**

US Olympian and amateur world champion Jahmal Harvey was introduced to boxing at age 13 by his football coach Darrell Davis, who also owned a boxing gym. After competing in both sports, Harvey, an Oxon Hill, Maryland native, soon went all-in on boxing and immediately proved his elite potential at the junior, youth, and amateur levels, becoming a 10x national champion. By 18, he was training and sparring with Olympians, including Keyshawn Davis and Duke Ragan. That same year, he captured gold at the 2021 Elite World Championships—becoming the first American male to win the world title since 2007, while competing as one of the youngest athletes in the tournament. The next year, he took home silver at the 2022 Continental Championships and continued to dominate at the international level in 2023, winning gold at the Santiago Pan American Games. The finish qualified him for the Paris 2024 Olympic Games, where he finished as a quarter-finalist. The 22-year-old Harvey signed with Most Valuable Promotions ahead of his professional debut—a knockout win—on MVP's Most Valuable Prospects 14 in August 2025, heralded as one of the top prospects in American boxing. He earned a UD win on the main Netflix card of MVP's Jake vs. Joshua: Judgment Day in December 2025, and then took home a fifth round TKO win on MVPW-02 in April 2026.

### **About Jully Poca**

Hailing from São Paulo, Brazil, Jully Poca is a powerhouse athlete who has dominated the crossover boxing scene with an undefeated record. Originally Brazil's premier female fitness influencer, her life took a sharp turn in 2023 when she was invited to compete in the UK alongside megastar Whindersson Nunes. Despite only training for three months prior to her debut, she discovered a

profound passion for the sport and has spent the last three years training exclusively as a full-time boxer. Under the tutelage of renowned coach Antonio Filho, the mentor behind former WBO champion Rose Volante, Poca has solidified her status by going undefeated to date and made her fully sanctioned professional debut with Most Valuable Promotions on MVPW-04 in June 2026. Beyond her technical prowess, Jully possesses a magnetic public profile built on genuine courage. She first captured the Brazilian public's heart when she intervened in a violent road-rage incident, physically subduing a man who was attacking two women until police arrived. This act of heroism, combined with her athletic transition, has earned her a massive digital footprint. With 3 million Instagram followers, Poca was the most-followed female professional boxer in the world the moment she made her pro debut and defeated Monica Medina, bridging the gap between social media stardom and elite combat sports.

### **About Nelvie Tiafack**

German Olympian Nelvie Tiafack grew up in Cameroon, facing the loss of his father at just 2 years old, a turning point that motivated him throughout his life. Inspired by his mother's strength and sacrifices, who moved to Europe to create a better future for him, he found the determination to overcome challenges. At the age of 8, he traveled alone from Cameroon to Cologne, Germany, showing courage beyond his years. After two years apart, he reunited with his mother in a new country, where her support became his foundation. Their home was filled with shared experiences and sacrifices, reminding him that achieving goals requires dedication. At 15, he discovered boxing, where he could channel his energy and compete on his own terms. His achievements include becoming a 5x German amateur champion, a European Championship gold medal, and being the first German super heavyweight boxer to win an Olympic medal in Paris 2024, reflecting both physical skill and a strong mindset shaped by his mother's example. Tiafack's notable wins include UK amateur titan Delicious Orie, British Olympian and 2020 Tokyo Olympics bronze medalist Frazer Clarke, and Armenian heavyweight standout Gurgen Hovhannisyan. When the 27-year-old steps into the ring, he fights not only for victory but also to honor his mother's influence and inspire others facing their own challenges.

### **About MVP**

Most Valuable Promotions (MVP) was founded in August 2021 by Jake Paul and Nakisa Bidarian with a fighter first ethos. Since inception, MVP has produced 30 live boxing events, currently promotes nearly 60 fighters, 16 world champions, and 26 top contenders.

MVP has led boxing's evolution in the streaming era through partnerships with the world's leading platforms. In November 2024, MVP's Jake Paul vs. Mike Tyson and Katie Taylor vs. Amanda Serrano 2 was the first-ever live professional sports event streamed on Netflix. Paul vs. Tyson shattered records, becoming the most-streamed sporting event of all time with 125 million live viewers worldwide. MVP went on to partner with Netflix twice in 2025 for MVP's Taylor vs. Serrano 3 and Jake vs. Joshua: Judgment Day.



Today, MVP is the global home of women's boxing. MVP's Katie Taylor vs. Amanda Serrano in 2022 was the first female fight to headline Madison Square Garden, while Taylor vs. Serrano 2 in 2024 saw 74 million viewers globally on Netflix and became the most-watched professional women's sports event in US history with 47 million AMA in the US. Their 2025 trilogy on Netflix topped an all-women's megacard that set the official GUINNESS WORLD RECORDS™ title for the most world championship belts ever contested on a single fight card, male or female, with 17 world titles, earning nearly 6 million viewers globally.

## **ABOUT TIKTOK**

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy.

TikTok's global headquarters are in Los Angeles and Singapore, and its offices include New York, London, Dublin, Paris, Berlin, Dubai, Jakarta, Seoul, and Tokyo.

## **About Pechanga Resort Casino**

Pechanga Resort Casino offers one of the largest and most expansive resort/casino experiences anywhere in the United States. Voted the best resort/casino in America by *Condé Nast Traveler* and rated a Four Diamond property by AAA since 2002, Pechanga Resort Casino provides an unparalleled getaway, whether for the day or for an extended luxury stay. Offering 5,500 of the hottest slots, table games, world-class entertainment, 1,100 hotel rooms, dining, spa and championship golf at Journey at Pechanga, Pechanga Resort Casino features an unrivaled destination in California. Pechanga Resort Casino is owned and operated by the Pechanga Band of Indians. For more information, call toll free 1-888-PECHANGA or visit [Pechanga.com](https://www.pechanga.com). Follow Pechanga Resort Casino on [Facebook](#), on [Instagram](#) and on X [@PechangaCasino](#). Pechanga Resort Casino is open 24 hours. Guests must be 21 and older to enter the casino.

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