



ABEL SANCHEZ AND GENNADY GOLOVKIN WORKING ON RERELEASING A CLASSIC!

Sanchez and Golovkin Go Back To The Future To Prepare For Record-Breaking Title Defense

LAS VEGAS, NEV. (September 10, 2018) -- Fight Week is here. Finally. Undefeated WBC/WBA/IBO Middleweight World Champion **Gennady "GGG" Golovkin** will be looking to break a record everyone believed would remain untouched -- the record he shares with the legendary **Bernard Hopkins**. On Saturday, Golovkin will attempt to make the 21st consecutive defense of the middleweight crown he has held since 2010, in a rematch against Lineal Middleweight World Champion **Canelo Alvarez**. How fitting that Golovkin will be going for the record-breaker against Alvarez inasmuch as the co-promoters of Alvarez, Hopkins and **Oscar De La Hoya**, will have front row seats to see it. Making it even more memorable, the Golovkin-Alvarez rematch will take place in the same city and on nearly the same date as the De La Hoya - Hopkins Middleweight World Championship fight which took place, on September 18, 2004.

"That was a defining fight for both Bernard and Oscar because of the way they fought and the way Bernard won. They both dared to be great," said Abel Sanchez. "I reviewed the tape of that fight early in training camp and I saw how Bernard stopped Oscar dead in his tracks with a picture-perfect liver shot. I normally don't like to give away our game plan but I don't mind sharing this part of it, Gennady has trained and is prepared to do the same thing to Canelo. We have freshened it up and even gave it a name, *The Ginger Snap*. Personally, I think it would be poetic justice to break the record using the same type of punch that Bernard used on Oscar to unify the middleweight titles

"Saturday's fight will define Gennady and Canelo. We are going to see if Canelo is coming to fight or coming to run, to survive, in hopes of receiving another gift from the judges," continued Sanchez. "Gennady is ready to take the wind out of Canelo's sails with that punch to the liver. Gennady doesn't just fight Mexican Style, he fights like a Philadelphia fighter of old. Don't be surprised if Gennady end things using a punch that is a throwback to those days -- a classic liver shot -- to puncture the Canelo myth once and for all. Bernard was the first fighter to stop Oscar and Gennady is looking to be the first one to stop Canelo."

"24/7 Canelo/GGG 2" is streaming on HBO GO and HBO NOW.
Canelo's fifth "24/7" appearance and Golovkin's third,
"24/7 CANELO/GGG 2" is the latest installment
of the acclaimed franchise that began in 2007.

Canelo vs. GGG 2 is a 12-round fight for the middleweight championship of the world presented by Golden Boy Promotions and GGG Promotions. The event is sponsored by Tecate, "*THE OFFICIAL BEER OF BOXING*," Hennessy, "*Never Stop, Never Settle*," Fred Loya Insurance, Interjet, Venom, and Fathom Events. The event will take place Saturday, Sept. 15 at T-Mobile Arena in Las Vegas and will be produced and distributed live by HBO Pay-Per-View® beginning at 8:00 p.m. ET / 5 :00 p.m. PT.

Remaining tickets for Canelo vs. GGG 2 are priced at \$5,000, \$2,500, \$2,000, \$1,500, \$800, \$700, \$500 and \$300, not including applicable service charges and taxes. There will be a limit of eight (8) per person at the \$5,000, \$2,500, \$2,000, \$1,500, \$800 and \$700 price levels with a limit of two (2) per person at the \$500 and \$300 price levels. To charge by phone with a major credit card, call 888-9-AXS-TIX (888-929-7849). Tickets also will be available for purchase at www.t-mobilearena.com or www.axs.com.

For more information, visit www.goldenboypromotions.com, ;;;
www.caneloggg.com ;;;and www.hbo.com/boxing; ;;;follow on Twitter @GoldenBoyBoxing, @Canelo, @gggboxing, @OscarDeLaHoya, @hboboxing and @TomLoeffler1; become a fan on Facebook at www.facebook.com/GoldenBoyBoxing,
www.facebook.com/gggboxing, and www.facebook.com/HBOBoxing; follow on Instagram @GoldenBoyBoxing, @Canelo, @gggboxing, @HBOboxing and @OscarDeLaHoya; and follow the conversation using #CaneloGGG2.

Photos and videos are available for download by clicking [here](#) or copying and pasting the link <http://bit.ly/CaneloGGG2> into a browser. Credit must be provided to Golden Boy Promotions for any photo and/or video usage.

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