



EDGAR BERLANGA VISITS WITH HALL OF FAMER & COLORADO FOOTBALL HEAD COACH DEION SANDERS AHEAD OF SHOWDOWN AGAINST CANELO ÁLVAREZ

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**Undefeated WBA No. 1-Ranked Contender Berlanga Nears
Super Middleweight World Title Clash Against Pound-for-Pound
Great Canelo Álvarez Headlining PBC Pay-Per-View Available on
Prime Video Saturday, Sept. 14 From T-Mobile Arena in Las Vegas**

Blockbuster Pay-Per-View Card Also Available Live on DAZN.com

BOULDER, CO. – September 3, 2024 – While holding his training camp in Colorado, unbeaten WBA No. 1-ranked contender **Edgar Berlanga** spent time with the University of Colorado head football coach **Deion Sanders**, gaining inspiration from the Pro and College Football Hall of Famer ahead of his showdown against pound-for-pound great **Canelo Álvarez** as Canelo Promotions will present the Mexican Independence Day weekend blockbuster on Saturday, September 14 in a PBC Pay-Per-View available on Prime Video from T-Mobile Arena in Las Vegas.

In a video that can be watched online [HERE](#), Berlanga and Sanders spent time together ahead of Colorado’s opening night victory against North Dakota State last Thursday, with Sanders offering encouragement for Berlanga ahead of the biggest fight of his career.

“God gave you everything you need to win, now it’s on you,” said Sanders. “Can’t be no doubt in your mind. The work should be so intense, that it’s just second nature...It’s like a melody by the time the fight comes. Some people don’t believe, but they don’t know about the journey...I don’t subscribe to pressure, I apply it. You were born to be there.”

Berlanga also shared behind the scenes and sideline videos on his [personal Instagram](#) from his visit to Boulder on Thursday as he attended Colorado's season opener as a guest of Sanders'. In his conversation with Sanders, Berlanga compares his underdog status against a legend in Canelo to how he began his career without the fanfare that now accompanies him.

"You sound just like my coach, because when he grabbed me to turn pro, nobody wanted to sign me," said Berlanga. "He came and picked me up and turned me into a beast."

Canelo vs. Berlanga will headline a stacked four-fight pay-per-view that also features WBA Middleweight World Champion **Erislandy "The American Dream" Lara** taking on the two-division world champion and Puerto Rican star **Danny "Swift" García** in a 12-round showdown. Plus, former super middleweight world champion **Caleb Plant** will take on undefeated contender **Trevor McCumby** for the Interim WBA Super Middleweight Title, while the former 140-pound world champion **Rolando "Rolly" Romero** steps into the ring against the hard-hitting **Manuel Jaimes** in a 10-round bout opening the pay-per-view at 8 p.m. ET/5 p.m. PT.

In addition to the PPV being available for purchase on Prime Video, regardless of Prime membership, fans will also be able to purchase the PPV via DAZN.com. Additionally, fans can purchase the PPV at PPV.com. On top of those options, fans will continue to be able to access the telecast through traditional cable and satellite outlets.

Tickets for the live event are on sale now through [AXS.com](#). The event is promoted by Canelo Promotions and TGB Promotions, in association with Matchroom Boxing.

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ABOUT CANELO VS. BERLANGA

Canelo vs. Berlanga will deliver the latest installment of the historic Mexico vs. Puerto Rico rivalry as Canelo Promotions presents pound-for-pound great and Mexican superstar Canelo Álvarez putting his unified WBC, WBA and WBO Super Middleweight World Titles on the line against undefeated WBA No. 1-Ranked Mandatory Contender Edgar Berlanga headlining a Mexican Independence Day weekend extravaganza topping a PBC Pay-Per-View event available on Prime Video taking place Saturday, Sept. 14 from T-Mobile Arena in Las Vegas.

The star-studded co-main event will feature Cuban star and reigning WBA Middleweight World Champion Erislandy "The American Dream" Lara taking on hard-hitting two-division world champion and Puerto Rican star Danny "Swift" García in a 12-round showdown between two of this era's most accomplished fighters.

Plus, former super middleweight world champion Caleb Plant will take on undefeated contender Trevor McCumby for the Interim WBA Super Middleweight Title, while the former 140-pound world champion Rolando “Rolly” Romero steps into the ring against the hard-hitting Manuel Jaimes in a 10-round bout opening the pay-per-view at 8 p.m. ET/5 p.m. PT.

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Preceding the pay-per-view, former unified world champion Stephen Fulton Jr. will take on all-action contender Carlos Castro in a featherweight clash that will headline a three-fight PBC on Prime Video lineup. The live-streaming action will begin at 6:00 p.m. ET/3:00 p.m. PT and be available via free access to all fans, regardless of Prime membership or purchase of the PPV card it leads into.

The streaming presentation will also feature hard-hitting welterweight Roiman Villa dueling Mexico’s Ricardo Salas in a 10-round battle, plus unbeaten prospect Jonathan Lopez squares off against Richard Medina in an eight-round super featherweight clash that kicks off the action.

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For more information visit www.PremierBoxingChampions.com, follow #CaneloBerlanga, follow on Twitter @PremierBoxing and @TGBPromotions, on Instagram @PremierBoxing and @TGBPromotionss or become a fan on Facebook at <http://www.facebook.com/PremierBoxingChampions>

CONTACTS:

Tim Smith, PBC: (702) 843-3400

Swanson Communications: (202) 783-5500, contact@swansonpr.com

Harrison Raboy, Prime Video; hraboy@amazon.com

Kanessa Tixe, Canelo’s Personal Publicist: 347-223-3464, kt@tscollective.com

TGB Promotions: (818) 817-8001

Katharine Sherrer, MGM Resorts International: ksherrer@mgmresorts.com

Anthony Leaver, Matchroom Boxing Head of Media: Anthony.leaver@matchroom.com

Fred Mellor, DAZN; Fred.Mellor@DAZN.com

Media Credentials: www.magnamedia.com

