



**RIISING CONTENDER ISAAC LUCERO
TRAINING CAMP NOTES AHEAD OF
PBC PAY-PER-VIEW ON PRIME VIDEO
OPENING BOUT ON SATURDAY, OCTOBER 25**



*(Lucero before his last fight against Omar Valenzuela in May;
Photo Credit: Sean Michael Ham/Premier Boxing Champions)*

***“We both come to fight and are ready for war. I’m gonna make
people fall in love with my style...”***

**Young Mexican Rising Star Lucero Looks For Impressive
Performance in All-Mexican Showdown
Against Roberto Valenzuela Jr. at 8 p.m. ET/5 p.m. PT
From the MGM Grand Garden Arena in Las Vegas**

LAS VEGAS – September 30, 2025 – Young Mexican rising star **Isaac “La Bestia” Lucero** will look to prime the crowd for an explosive night of PBC Pay-Per-View on Prime Video action when he takes on fellow Mexican slugger **Roberto Valenzuela Jr.** in the opening attraction of a four-fight pay-per-view on Saturday, October 25 from the MGM Grand Garden Arena in Las Vegas.

“We both come to fight and are ready for war,” said Lucero (17-0, 13 KOs). “I’m gonna make people fall in love with my style and continue to grow my fan base with this fight and every fight to come.”

The 27-year-old Lucero comes from a fighting family, as his father Isaias Lucero Sr. was an established Mexican national light heavyweight champion. In addition, his mother encouraged him into the sport originally and continues to be one of his biggest motivators during his pro journey.

“My mom pushed me into sports to lose some weight and boxing became my way of accomplishing that goal,” said Lucero. “My dad was a national champion and my mom is still my biggest cheerleader, so family and boxing are one in the same for me. My mom always encourages me to stay focused and train hard whenever I start to miss my family back home.”

A native of La Paz, Lucero has high expectations of himself to become one of the country’s next boxing stars. To help accomplish that goal, Lucero has tried to emulate a litany of Mexican and Latino greats in his own boxing arsenal.

“I loved watching Julio Cesar Chavez, Roberto Durán, Canelo Alvarez and Juan Manuel Márquez,” said Lucero. “Canelo’s discipline and stoicism, Márquez’s hunger and willingness to always get up and overcome, Chavez’s waist movement and Durán’s strength are things I admire and still take with me to this day.”

Lucero has also gained attention in the boxing world for his physical resemblances to Canelo, being dubbed “Baby Canelo” by Devin Haney’s team during 2019 sparring. In the ring however he still carries on the “La Bestia” nickname that was also his father’s ringer moniker and will look to make his family and Mexican people proud on October 25.

“Being Mexican has taught me that anything is possible if you work hard enough for it,” said Lucero, who trains in Las Vegas with renowned trainer Bob Santos. “The list of Mexican world champions is long. I’m proud of that history and of course want to add my name to that legacy.”

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ABOUT FUNDORA VS. THURMAN

Fundora vs. Thurman will see WBC Super Welterweight World Champion Sebastian “The Towering Inferno” Fundora look to continue his 154-pound reign against the former unified world champion Keith “One Time” Thurman in the main event of a PBC Pay-Per-View on Prime Video taking place Saturday, October 25 from the MGM Grand Garden Arena in Las Vegas.

In the co-main event, two-division world champion Stephen Fulton Jr., the reigning WBC Featherweight World Champion, will move up to take on WBC Super Featherweight World Champion O’Shaquie Foster in a 130-pound world title fight.

The lineup also features rising Mexican star Jesus “Mono” Ramos Jr. in a high-stakes duel against top contender Shane Mosley Jr. for the Interim WBC Middleweight Title.

The jam-packed four-fight card begins at the fan-friendly time of 8 p.m. ET/5 p.m. PT and features undefeated young Mexican star Isaac “La Bestia” Lucero facing -hitting Roberto Valenzuela Jr. in an all-Mexican 154-pound showdown.

Tickets for the live event are available now through [AXS.com](https://www.axs.com).

In addition to being available for purchase on Prime Video, regardless of Prime membership, fans will also be able to continue to access the telecast through traditional cable and satellite outlets as well as PPV.com.

The event is promoted by TGB Promotions and Sampson Boxing.

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

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