

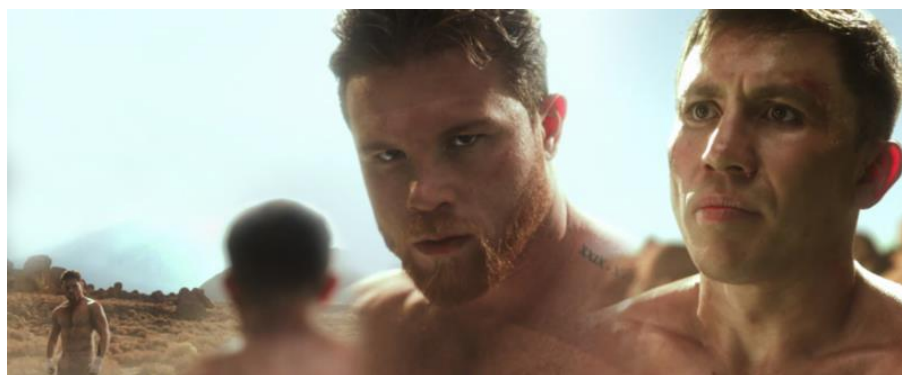


****VIDEO ALERT****

WATCH NOW!

'COUNTDOWN TO CANELO VS. GGG 2' REVEALS BRUTAL STREET FIGHTING PAST OF CANELO ALVAREZ AND GENNADY 'GGG' GOLOVKIN

CANELO VS. GGG 2 TAKES PLACE SATURDAY, SEPT. 15 AT T-MOBILE ARENA IN LAS VEGAS, PRESENTED LIVE BY HBO PAY-PER-VIEW



(ABOVE, L-R: Canelo Alvarez and Gennady "GGG" Golovkin face-off in the commercial for "Countdown to Canelo vs. GGG 2")

Click [HERE](#) to Watch the 30-Minute Special "Countdown to Canelo vs. GGG 2"

Click [HERE](#) for Behind the Scenes Photos from "Countdown to Canelo vs. GGG 2"

Click [HERE](#) to Watch the Commercial for "Countdown to Canelo vs. GGG 2"

LOS ANGELES (Sept. 10, 2018): Golden Boy Promotions, GGG Promotions and Leigh Simons Productions are proud to present "**Countdown to Canelo vs. GGG 2**," a 30-minute special that features never-before-heard details about the dangerous street fighting pasts of Lineal Middleweight World Champion **Canelo Alvarez** (49-1-2, 34 KOs) and WBC, WBA, and IBO Middleweight World Champion **Gennady "GGG" Golovkin** (38-0-1, 34 KOs) who will fight for the middleweight championship of the world on Saturday, Sept. 15 at T-Mobile Arena in Las Vegas.

While making the 30-minute special, producer Leigh Simons discovered that both Canelo and Golovkin had their own respective street fighting pasts that lead them down the path to becoming professional fighters. Both Canelo and Golovkin are sure to channel the aggression from their past along with mounting tension between the two fighters since the last time they met in the ring for their highly anticipated rematch at T-Mobile Arena on Sept. 15, which will be produced and distributed live by HBO Pay-Per-View beginning at a special time of 8:00 p.m. ET/5:00 p.m. PT.

During the film shoot with Leigh Simons, Canelo revealed his street fighting past began as early as age five, with at least 100 street fights to his credit before he became a professional fighter at age 15.

"Because I was the red haired one, I was different in school. I had to show everyone that saying things to me or picking on me would not be easy. That they would have to go through the beating I was going to give them. I never bowed my head to anyone, even if they were bigger," said **Canelo Alvarez**.

"Since childhood he has shown character, and that's what has made him succeed, his character," said **Jose 'Chepo' Reynoso**, co-trainer of Canelo Alvarez.

"I told Canelo, 'Don't leave it in the judges hands this time. Go out there and win the fight and knock him out' and I believe that he is going to knock GGG out this time," said **Oscar De La Hoya**, Chairman and CEO of Golden Boy Promotions.

Simons found a similar response and nature when interviewing Golovkin separately for the "Countdown" special.

"It was really survival of the fittest in that area where he [Golovkin] grew up," said **Tom Loeffler**, Promoter of Gennady "GGG" Golovkin. "One name for him could be the 'Smiling Assassin' because he's confident. He's experienced."

"He grew up on the streets; he grew up in probably the roughest part of Kazakhstan, in Karaganda. It's where all the rough people and gangsters were. He grew up beating people up because someone always wanted to take your shoes or jacket from you so he learned to defend himself," said **Abel Sanchez**, trainer to Gennady "GGG" Golovkin.

In behind the scenes footage captured during the "Countdown to Canelo vs. GGG 2" commercial shoot, Golovkin described one instance of street fighting back in his hometown in Kazakhstan for producer Leigh Simons with, "I can't talk like this. It's not legal," refusing to go into detail alluding to the brutality of the fight.

The 30-minute special is now airing on various digital platforms, including the [HBO Boxing YouTube](#) and [Golden Boy Boxing YouTube](#) channels and includes interviews with celebrity boxing fans including actress Rosie Perez, Superbowl Champion and NFL Hall of Famer Michael Strahan and Omar Benson Miller, one of the stars of the HBO series "Ballers."

"Countdown to Canelo vs. GGG 2"

<iframe width="560" height="315" src="https://www.youtube.com/embed/w_-6Wd7I280" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>



###

Canelo vs. GGG 2 is a 12-round fight for the middleweight championship of the world presented by Golden Boy Promotions and GGG Promotions. **Munguia vs. Cook** is a 12-round battle for the WBO Junior Middleweight World Title presented by Golden Boy Promotions and Zanfer Promotions. **Lemieux vs. O'Sullivan** is a 12-round middleweight clash presented by Golden Boy Promotions and Eye of The Tiger Management in association with Murphy's Boxing. **Gonzalez vs. Fuentes** is a 10-round super flyweight fight presented by Golden Boy Promotions and GGG Promotions in association with Teiken Promotions and Zanfer Promotions. The event is sponsored by Tecate, "THE OFFICIAL BEER OF BOXING," Hennessy, "Never Stop, Never Settle," O'Reilly Auto Parts, 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 a special time of 8:00 p.m. ET/5:00 p.m. PT.

"24/7 Canelo/GGG 2" is streaming on HBO GO & 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.

Limited tickets for Canelo vs. GGG 2 are still available, and are priced at \$5,000, \$2,500, \$2,000, \$1,500, \$800, \$700, and \$500 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, \$700 and \$500 price levels. To charge by phone with a major credit card, call 888-9-AXS-TIX (888-929-7849). Tickets are also available for purchase at www.t-mobilearena.com or www.axs.com.

Tickets are on sale for the closed circuit telecast of Canelo vs. GGG 2 at MGM Grand, Mandalay Bay, The Mirage and Luxor are priced at \$100, not including applicable fees. Seating is general admission at MGM Grand, Mandalay Bay and The Mirage while Luxor will have assigned seats. Tickets may be purchased at any MGM Resorts International Box Office, by phone with a major credit card at (800) 745-3000 or online at <http://www.ticketmaster.com/canelovsggg2>.

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.

CONTACTS:

Ramiro Gonzalez/Gabriel Rivas, Golden Boy Promotions: (213) 489-5631

Stefan Friedman/Kristen Rockwell Caloca, Mercury: (424) 202-1671

Fred Sternburg, GGG Promotions, (303) 548-0707

Patrick Byrne, HBO: (212) 512-1361

Kevin Flaherty, HBO: (212) 512-5052

Scott Ghertner/Katharine Sherrer, MGM Resorts International: (702) 692-6700