

# FLOYD MAYWEATHER JR: LOVE HIM OR HATE HIM HE IS RELEVANT

*“When fans are cheering, it’s great thing. When they boo, it’s a good thing. It’s good to be relevant!”...Floyd Mayweather Jr*



*Photo credit cboxinginfo.com*

The name Floyd Mayweather Jr evokes anger and joy, it is divisive and rekindles the oldest of rivalries: Good vs. Bad, provokes you to either love or hate, creates racial tensions, and most of all, Floyd Mayweather Jr makes you take notice. He is relevant.

In the 1970’s and 1980’s, E.F. Hutton was a major brokerage firm touting the slogan, “When E.F. Hutton talks, people listen!” Today, Mayweather and the Money Team are a major entertainment firm, so when Floyd “Money” Mayweather talks, everybody listens.

HBO listened, created 24/7 and the newly minted Floyd Mayweather Jr Speaking Out, so fans could hear more of Mayweather Jr. In return, HBO pay per view numbers will be through the roof for the May 5 Ring Kings: Mayweather vs Cotto at the MGM Grand Arena in Las Vegas, NV.

## **WHAT’S THE DRAW?**

Floyd Mayweather Jr’s talents inside of the ring are once in a lifetime. He has the best defense in the sport, he can slip, slide, and glide when necessary, he can stand and deliver, he can box, he can jab, and as we are learning he can attack. He is arguably the most gifted athlete in the sport. Athleticism alone is not what makes him great.

No one out works Floyd Mayweather! What others consider to be a full day in the gym, Floyd might complete in an hour. He is driven by competition, so he always wants to win. If you say you can do 100, he will do 200. He has the Jordan factor. Michael Jordan was great, because he was talented and ultra-competitive. He wanted to win every possession. Everything was a competition to him so he was driven to be great. Floyd Mayweather Jr is the same guy. His drive to win is deeper, so he goes harder. *"I'm motivated by the young strong fighters. They make me go harder. I see them come into the gym doing an exercise they saw on 24/7 and they do a certain amount and I have to top them."*

Mayweather's persona out of the ring is a rich, spoiled, thug. It's what we see on TV. It's how the media portrays him. He brags about his money, cars, mansion, possessions, and it drives people crazy. He is loud, cocky, and black. I can write that, because I am. His race plays a large role in who he is and how he is perceived. His race is undeniable, distinct, and can't be changed.

If Floyd's talents weren't unworldly, he probably wouldn't be followed. If he wasn't undefeated, he would be another boxer. If he wasn't competitive, he wouldn't be great, and if he didn't have any of these traits, he probably wouldn't be rich.

Since Muhammed Ali, no boxer has had the combination of talent and the gift of gab. Sugar Ray Leonard had the talent, but he was a good looking corporate type. Oscar had the talent, but he was humble and very likeable. Like Ali, Mayweather possesses both and is loved and hated for it. You either watch to see him win and attack Larry Merchant types afterward or you watch and hope his opponent will finally take him to woodshed for a thorough ass kickin. Spoiler Alert: The ass kickin probably won't happen!!

Floyd Mayweather Jr is the best fighter of the current era, which automatically makes him one of the greatest of all time (GOAT). You can root for him or against him. You can love him or hate him. The only thing you can't do is ignore him, because he won't let you! As long as you have a feeling of like or dislike, Floyd Mayweather Jr is "Relevant." On a media conference call, Floyd said, "I love you guys (the media)." Well, Floyd Mayweather Jr, we love you to because you make this entire experience relevant!!!

**"Ring Kings: Mayweather vs. Cotto," a 12-round fight for Cotto's WBA Super Welterweight World Championship and the vacant WBC Super Welterweight Diamond Belt is promoted by Mayweather Promotions, Golden Boy Promotions and Miguel Cotto Promotions. Also featured will be Canelo Alvarez vs. Sugar Shane Mosley, a 12-round fight for Canelo's WBC Super Welterweight World Championship which is presented in association with Canelo Promotions and Sugar Shane Mosley Promotions and a 10-round welterweight fight between undefeated rising star Jessie Vargas and perennial contender Alfonso Gomez. Opening the pay-per-view broadcast will be a 10-round bout between super welterweight contender DeAndre Latimore and former World Champion Carlos Quintana which is presented in association with DiBella Entertainment. The mega event is sponsored**

by Corona, Hatfields & McCoys on HISTORY™, DeWalt Tools, AT&T, O'Reilly Auto Parts and Puebla - Cinco De Mayo and will take place Saturday, May 5 at the MGM Grand Garden Arena in Las Vegas and will be produced and distributed live by HBO Pay-Per-View® beginning at 9:00 p.m. ET/6:00 p.m. PT.

Limited tickets for "Ring Kings: Mayweather vs. Cotto" are still available, with a total ticket limit of ten (10) per person. To charge by phone with a major credit card, call Ticketmaster at (800) 745-3000. Tickets also are available for purchase at [www.mgmgrand.com](http://www.mgmgrand.com) or [www.ticketmaster.com](http://www.ticketmaster.com).

Three Las Vegas MGM Resorts, Mandalay Bay, Monte Carlo and The Mirage, will host live closed circuit telecasts of "Ring Kings: Mayweather vs. Cotto." Advanced purchased tickets for the closed circuit telecasts are priced at \$75, not including handling fees. All seats are general admission and are on sale now at each individual property's box office outlets or by phone with a major credit card at (866) 799-7711.

Episodes two and three of HBO's all-access reality series 24/7 MAYWEATHER/COTTO debut on Saturday, April 21 (10:00 p.m. ET/PT) and Saturday, April 28 (9:45 p.m. ET/PT) respectively, with the finale debuting Friday, May 4 (8:00 p.m. ET/PT), the night before the high-stakes super welterweight title bout. All four episodes will have multiple replay dates on HBO, and the series will also be available on HBO On Demand® and HBO GO®.

NCM Fathom will broadcast "Ring Kings: Mayweather vs. Cotto" in high definition LIVE to more than 440 movie theaters nationwide. Tickets to see the fight on the big screen are available at participating theater box offices and online at [www.FathomEvents.com](http://www.FathomEvents.com)

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