



**PUEBLA - CINCO DE MAYO TIES INTO  
"RING KINGS: MAYWEATHER VS. COTTO"  
BY SECURING SPONSORSHIP FOR MAY 5 MEGA-FIGHT**



LOS ANGELES - Puebla, the Mexican city where the 1862 Battle of Puebla occurred, will make its presence known on the 150<sup>th</sup> anniversary of the battle and in recognition of the Cinco de Mayo weekend with their sponsorship of the **"Ring Kings: Mayweather vs. Cotto,"** the May 5 super welterweight world championship mega-fight at the MGM Grand Garden Arena in Las Vegas, Nev. The fight, which will be produced and distributed live by HBO Pay-Per-View®, will mark the first time the City of Puebla will engage in an active sponsorship of a big-time boxing event.

The Cinco de Mayo weekend has traditionally been known to produce some of the biggest and most memorable fight weekends in the history of the sport. In years past, the holiday has seen Mexican greats Julio Cesar Chavez, Erik "El Terrible" Morales, Marco Antonio Barrera, Ricardo "Finito" Lopez and many others fight on Cinco de Mayo. Mexican-American superstar Oscar de la Hoya fought on the weekend four times including his first mega-fight when, as WBO Lightweight World Champion, he defeated IBF Lightweight Titlist Rafael Ruelas on May 6, 1995. Now it's Mexican sensation Canelo Alvarez's turn as he is featured in the May 5 co-main event against future Hall of Famer Sugar Shane Mosley.

The Cinco de Mayo celebration, while more of an American tradition, is observed in Mexico, primarily in the city of Puebla, and dates back to the significance of the 1862 Battle of Puebla. In one of the proudest moments in Mexican History, 167 poorly equipped

soldiers in the small town of Puebla battled and defeated a much more powerful 4,000-strong French army from taking over their land.

The Battle of Puebla was a monumental point in Mexican history for at least two reasons. First, although considerably outnumbered, the Mexicans defeated a much better-equipped French army. Second, it was significant because since the Battle of Puebla, no country in the Americas has been invaded by a European military force. In the years since the Battle of Puebla, Cinco de Mayo has evolved into a day where Mexicans and Mexican-Americans enjoy all things Mexican with a passion and pride that never ceases.

With Cinco de Mayo also being an exciting time for the sport of boxing, it's a great opportunity to connect a triumphant day in Mexican history with one of the biggest American sports traditions. With four of the biggest names in boxing, Floyd Mayweather, Miguel Cotto, rising Mexican red-headed phenom Canelo Alvarez and Sugar Shane Mosley, fighting on this feted Mexican holiday this year, the city of Puebla has connected with this special weekend of events and activities in celebration of their victory.

**"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<sup>®</sup> and HBO GO<sup>®</sup>.

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)