



****MEDIA ALERT****

**MIGUEL COTTO AND CANELO ALVAREZ KICKOFF
FOUR-CITY PRESS TOUR IN LOS ANGELES
MONDAY, AUGUST 24 AT HOLLYWOOD & HIGHLAND CENTER**

OPEN TO THE PUBLIC! FANS WELCOME!

WHO: **MIGUEL COTTO**, WBC, *Ring* Magazine and Lineal Middleweight World Champion
CANELO ALVAREZ, Former WBC and WBA Super Welterweight World Champion
MICHAEL YORMARK, President and Chief of Branding & Strategy, Roc Nation
OSCAR DE LA HOYA, Chairman and CEO, Golden Boy Promotions
HECTOR SOTO, Vice President, Miguel Cotto Promotions
MARK TAFFET, Senior Vice President, HBO Pay-Per-View
MAURICIO SULAIMAN, President of the World Boxing Council

WHAT: Miguel Cotto, the reigning WBC, *Ring* Magazine and Lineal Middleweight World Champion and the first native of Puerto Rico to become world champion in four different weight classes, and Mexican superstar Canelo Alvarez, former WBC and WBA Super Welterweight World Champion, will kickoff a four-city press tour in Los Angeles this Monday, Aug. 24 ahead of their 12-round showdown for the WBC and *Ring* Magazine Middleweight World Championships. The event will take place Saturday, Nov. 21 at the Mandalay Bay Events Center in Las Vegas and will be produced and distributed live by HBO Pay-Per-View.

MEDIA CHECK IN:

Echo Park Foyer, Third Floor, at The Lowes Hotel

1755 Highland Ave, Los Angeles, CA 90028

2:00 p.m. Media Check-in for Pre-Interviews with Cotto and Canelo
3:00 p.m. Media Pre-Interviews Begin with Cotto and Canelo

WHERE: Hollywood & Highland Center

6801 Hollywood Blvd, Los Angeles, CA 90028

Suggested Parking: Hollywood & Highland Center Self-Parking Structure (No Valet)

4:00 p.m. Hollywood & Highland Check-in Opens

5:00 p.m. Press Conference Begins

FACTS: Cotto vs. Canelo, a 12-round fight for Cotto's WBC and *Ring* Magazine Middleweight World Championships, takes place Saturday, Nov. 21 at the Mandalay Bay Events Center in Las Vegas. The fight is presented by Roc Nation Sports, Golden Boy Promotions, Miguel Cotto Promotions and Canelo Promotions and sponsored by Corona Extra; Mexico, Live it to Believe it!; O'Reilly Auto Parts and Tequila Cazadores. The Cotto vs. Canelo press tour is sponsored by JetSmarter. The event will be produced and distributed live by HBO Pay-Per-View beginning at 9:00 p.m. ET/6:00 p.m. PT. Follow the conversation using #CottoCanelo.

CONTACTS:

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