



AT&T STADIUM TO HOST CANELO VS. SMITH FOR THE WBO JUNIOR MIDDLEWEIGHT WORLD CHAMPIONSHIP ON SATURDAY, SEPTEMBER 17 PRESENTED LIVE BY HBO PAY-PER-VIEW®

Percentage of proceeds to go to charity selected by Dallas Police Department following recent tragedy in Dallas.

Tickets go on Sale Thursday, July 21 at 10:00 a.m. PT / 12:00 p.m. CDT / 1:00 p.m. ET!

ARLINGTON, TEXAS (July 18, 2016) – **AT&T Stadium**, home of the **Dallas Cowboys**, will give a big Texas welcome to former two-division world champion **Canelo Alvarez** (47-1-1, 33 KOs) and WBO Junior Middleweight World Champion **Liam “Beefy” Smith** (23-0-1, 13 KOs) as it hosts their world championship showdown on **Saturday, September 17**. As the third boxing match ever held at AT&T Stadium, **Canelo vs. Smith** will guarantee a star-studded affair for all in attendance to witness Canelo take on one of the hardest punchers in the junior middleweight division. Canelo vs. Smith will be produced and distributed live by **HBO Pay-Per-View®** beginning at 9:00 p.m. ET/6:00 p.m. PT.

Canelo and Smith will launch a two-city press tour today, July 18 with a press conference at AT&T Stadium starting at 3:00 p.m. CST. The heavy-handed combatants will then head to London, England for a press conference at The Landmark Hotel on July 20, 2016.

Located in Arlington, Texas, AT&T Stadium is home to one of the most iconic and successful sports teams in history - the Dallas Cowboys. Now the site will welcome boxing’s biggest star, Canelo on Saturday, September 17.

“Texas loves Canelo, and Canelo loves Texas so it was a no-brainer to have this fight at AT&T Stadium,” said Oscar De La Hoya, Chairman and CEO of Golden Boy Promotions. “Texas is like Canelo’s second home, and he has stated that he wants to fight in Texas once a year for his fans. My friend Jerry Jones extended the invitation to Canelo to fight at AT&T Stadium so it was an easy decision for us.”

“AT&T Stadium was built to host great events like Canelo vs. Smith,” said Jerry Jones, the Dallas Cowboys Owner, President and General Manager. “Having Canelo Alvarez, one of the best fighters in the world, in this stadium will be a thrill for not only the fans of North Texas but also for boxing fans around the world.”

After his defeats over Austin “No Doubt” Trout at the Alamodome in San Antonio in front of 40,000 fans and a devastating knockout of James “Mandingo Warrior” Kirkland at Minute Maid

Park, in Houston in front of 31,000 fans, Canelo will make his grand return to Texas in a fight destined to break his previous attendance records.

Given the recent tragedy that struck the Dallas Police and Dallas Area Rapid Transit (DART) Officers, Golden Boy Promotions and the Dallas Cowboys have pledged to donate a percentage of proceeds to a charity of the Dallas Police Department and DART's choosing.

"We are deeply saddened and mourn the loss of the dedicated Dallas Police and DART Officers that paid the ultimate sacrifice giving their lives to protect this community," Jones and De La Hoya said in a joint statement. "In memory of these brave officers, we will donate a portion of the proceeds from this event in support of their loved ones, the others affected and the Dallas community."

Tickets for **Canelo vs. Smith** will go on sale, **Thursday, July 21** at 10:00 a.m. PT/12:00 p.m. CDT/1:00 p.m. ET, and are priced at \$750, \$500, \$300, \$200, \$100, \$85, \$50 and \$40, not including applicable service charges with a total ticket limit of 8 per person. To charge by phone with a major credit card, call Ticketmaster at (800) 745-3000. Tickets also will be available for purchase online at www.ticketmaster.com. Additionally, walk up purchases are available at the AT&T Stadium Box Office (Monday-Friday 9:00 a.m. CT to 5:00 p.m. CT).

Canelo vs. Smith, a 12-round fight for the WBO Junior Middleweight World Championship, is promoted by Golden Boy Promotions in association with Frank Warren and Canelo Promotions, sponsored by "*Tecate, BORN BOLD*" and Casa Mexico Tequila. The event will take place on Saturday, September 17 and will be produced and distributed live by HBO Pay-Per-View beginning at 9:00 p.m. ET/6:00 p.m. PT.

For more information, visit www.goldenboypromotions.com, www.frankwarren.com, www.attstadium.com or www.hbo.com/boxing, follow us on Twitter at @GoldenBoyBoxing, @Canelo, @LiamBeefySmith, @OscarDeLaHoya, @FrankWarren_tv, @ATTStadium and @HBOboxing, become a fan on Facebook at www.Facebook.com/GoldenBoyBoxing, www.Facebook.com/frankwarrenpromotions, www.Facebook.com/ATTStadium or www.Facebook.com/HBOboxing, join us on Instagram @GoldenBoyBoxing, @Canelo, @LiamBeefySmith, @ATTStadium, @OscarDeLaHoya and @HBOboxing, and follow the conversation using #CaneloSmith.

B-roll and images of the fighters are available for use and download [HERE](#) or by copying and pasting: bit.ly/CaneloSmith. Video and photo credit must be given to Golden Boy Promotions.

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