



**\*\*VIDEO ALERT\*\***

**WATCH NOW! "COUNTDOWN TO CANELO ALVAREZ VS. GENNADY GOLOVKIN"**

**CANELO VS. GOLOVKIN TAKES PLACE SEPT. 16 AT T-MOBILE ARENA IN LAS VEGAS AND PRESENTED LIVE ON HBO PAY-PER-VIEW**



*(ABOVE: Oscar De La Hoya, Chairman and CEO of Golden Boy Promotions, smiles on set behind the scenes while filming "Countdown: Canelo vs. Golovkin.")*

Click [HERE](#) for Behind the Scenes Photos from "Countdown"

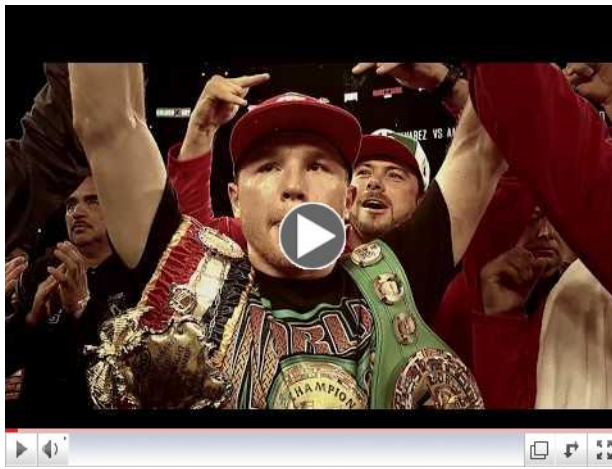
Click [HERE](#) to watch English Version of "Countdown"

Click [HERE](#) to watch Spanish Version of "Countdown"

**LOS ANGELES (Aug. 31, 2017)** Golden Boy Promotions and Leigh Simons Productions are proud to present "**Countdown to Canelo vs. Golovkin**," a 30-minute special that features some of the greatest champions of the 160-pound division as they discuss the importance of the showdown between lineal and *Ring* Magazine champion **Canelo Alvarez** (49-1-1, 34 KOs) and WBC/WBA/IBF/IBO **Gennady "GGG" Golovkin** (37-0, 33 KOs) for the middleweight championship of the world. The event will take place Saturday, Sept. 16 at T-Mobile Arena 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.

The 30-minute special is now airing on various digital platforms, including HBO Boxing's [YouTube](#) channel and Golden Boy Promotion's [YouTube](#) channel.

***ENGLISH VERSION: Watch "Countdown to Canelo vs. Golovkin"***



<iframe width="560" height="315" src="https://www.youtube.com/embed/8jiE1lnXYSa" frameborder="0" allowfullscreen></iframe>

***SPANISH VERSION: Observa "Countdown to Canelo vs. Golovkin"***



<iframe width="560" height="315" src="https://www.youtube.com/embed/\_Hs6nLkM0-0" frameborder="0" allowfullscreen></iframe>

Below are highlights from "Countdown: Canelo vs. Golovkin":

**OSCAR DE LA HOYA, Chairman and CEO of Golden Boy Promotions:**

"Canelo-Golovkin is a throwback fight. It reminds me of back in the 1980s when Roberto Duran was fighting Thomas Hearns, when Thomas Hearns was fighting 'Sugar' Ray Leonard, and when "'Sugar' Ray Leonard was fighting 'Marvelous' Marvin Hagler. And, they were rotating with each other, round-robin with each other, and creating these special fights."

**TOM LOEFFLER, Promoter of Gennady "GGG" Golovkin:**

"This is two warriors going to battle, but for the enjoyment of the fans. This is really what evokes that throwback kind of fight that really brings the sport to a different level."

**THOMAS "HITMAN" HEARNS, Hall of Famer and Six-Division World Champion:**

"Canelo vs. Golovkin is going to be a big fight. It's going to be a fight that people talk about

for a long time. People have been waiting to see this for a while. I want to see what's going to happen myself. I can't wait."

**ROBERTO "HANDS OF STONE" DURAN, Hall of Famer and Four-Division World Champion:**

"Both of them have lots of good qualities. First, their strength. The second is that both hit hard. And the public will see that neither of them wants to lose. That's what happening."

**BERNARD HOPKINS, Future Hall of Famer and Golden Boy Promotions Business Partner:**

"This is the time to watch this middleweight unification. The last time there was a middleweight unification is when I represented the middleweight division, Bernard Hopkins. It's not every day that you see a unification in any weight division in boxing, so when you get a chance to see something rare, and it happens in the middleweight division-and the middleweight division has a lot of history. That's why this fight is a throwback fight."

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**Canelo vs. Golovkin** is a 12-round fight for the middleweight championship of the world presented by Golden Boy Promotions and GGG Promotions and sponsored by Tecate "BORN BOLD"; Hennessy, Never Stop, Never Settle; O'Reilly Auto Parts. Better Parts, Better Prices...everyday!; Fred Loya Insurance; Interjet; Thor: Ragnarok; Fathom Events; Tsesnabank; and Capital Holdings. **Diaz, Jr. vs. Lara** is 12-round WBC Featherweight Title Eliminator bout presented by Golden Boy Promotions. **Caballero vs. De La Hoya** is a 10-round fight for the NABF Super Bantamweight Championship presented by Golden Boy Promotions. **Martin vs. Rojo** is a 10-round lightweight bout for the WBC Continental Americas and vacant WBA Intercontinental Championships presented by Golden Boy Promotions and GGG Promotions in association with Cancun Boxing. The event will take place Saturday, Sept. 16 at T-Mobile Arena 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.

HBO Sports will air the special "**Under The Lights: Canelo/Golovkin**" Saturday, Sept. 2 at 10:00 p.m. (E/PT) on HBO. It's the final time the two will see each other until fight week unfolds in Las Vegas.

Episode #2 of **24/7 Canelo/Golovkin** premieres Saturday, Sept. 9 on HBO immediately following the live Boxing After Dark triple header from the StubHub Center at 10:15 p.m. ET/PT.

Tickets for the closed circuit telecast of **Canelo vs. Golovkin** at Bellagio Resort & Casino, MGM Grand Hotel & Casino, Mandalay Bay Resort and Casino, The Mirage Hotel & Casino, Monte Carlo Resort and Casino, New York-New York Hotel & Casino, Luxor Hotel and Casino and Circus Circus Las Vegas are priced at \$75, not including applicable fees. All seats are general admission and are currently on sale. Tickets may be purchased at any MGM Resorts International Box Office, by phone with a major credit card at 1-800-745-3000 or online at [www.ticketmaster.com](http://www.ticketmaster.com).

Photos and videos are available for download by clicking [here](#) or copying and pasting the link <http://bit.ly/CaneloGolovkin> into a browser. Credit must be given to Golden Boy Promotions for photos and videos used.

For more information, visit [www.goldenboypromotions.com](http://www.goldenboypromotions.com) and [www.hbo.com/boxing](http://www.hbo.com/boxing);

follow on Twitter @GoldenBoyBoxing, @Canelo, @gggboxing, @OscarDeLaHoya, @hboboxing and @TomLoeffler1; become a fan on Facebook at [www.facebook.com/GoldenBoyBoxing](http://www.facebook.com/GoldenBoyBoxing), [www.facebook.com/gggboxing](http://www.facebook.com/gggboxing), and [www.facebook.com/HBOBoxing](http://www.facebook.com/HBOBoxing); follow on Instagram @GoldenBoyBoxing, @Canelo, @gggboxing, @HBOboxing and @OscarDeLaHoya; and follow the conversation using #CaneloGGG.

**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

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