

Boxing on Broadway courtesy of DiBella

Written by Mike Indri
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New York, NY - For quite some time now boxing promoter Lou DiBella has been stating the need for a change in regards to the current state of the boxing game - and business.

Calling for a "Promoter's Summit", the well-respected DiBella said "boxing needs to change - for the better, for the positive. I love boxing, I want to revive the sport, I want to revive boxing!"

During this past week's press conference at New York's renowned Gallagher's Steak House DiBella proudly announced that DiBella Entertainment, in conjunction with The Mohegan Sun, Madison Square Garden Network and HDNET, will debut it's "Broadway Boxing" series on Thursday April 22nd. The Grand Ballroom at Manhattan Center (311 West 34th Street) aptly has been chosen as the initial venue for this highly anticipated boxing series.

"Of course I have selfish reasons for this series" quipped the affable DiBella. "This is good for my company (DiBella Entertainment), but it's also good for boxing. We are trying to build fighters, kids who fought in the golden gloves, and it's right here in New York. As goes New York - goes boxing."

Everlast, boxing's foremost and incomparable sponsor is also involved. "Boxing is in a revival stage and we at Everlast are positive and look forward to the "Broadway Boxing" series" stated Everlast's boss, George Horowitz.

The April 22nd fightcard highlights undefeated Brooklyn native Paulie Malignaggi. Lightning quick and deadly, the exciting "Magic Man" (16-0 with 5 KO's) will take on veteran Rocky Martinez (40-9-1, 20 KO's) in the main event.

The show's co-feature will showcase the talented Sechew Powell, also undefeated with 8 knockouts in his 11 professional victories. Since his pro debut in August of 2002 (a devastating 2nd Round technical knockout victory over Aundalen Sloan) the highly regarded Jr. Middleweight prospect has been impressive and steadily improving.

Also slated to see action in this inaugural show are DiBella fighters Chris Smith, a legitimate welterweight contender with a 16-0-1 (10 KO's) record, light heavyweight Aneudi Santos, jr. welterweight Edgar Santana and tough cruiserweight Ehinomen Ehikhamenor.

As many as ten fightcards over the next 12 months are planned. Site sponsor and "Broadway Boxing" partner the beautiful Mohegan Sun Casino will host at least three of the shows, while three fightcards are also planned for Manhattan. Madison Square Garden has been tentatively mentioned as the series yearly finale venue.

"When thinking of "Broadway Boxing" I think of Madison Square Garden. The Garden is the pinnacle venue," exclaimed DiBella. "I want these guys fighting at Madison Square Garden." Madison Square Garden is the Mecca of Boxing-it's premier venue, also Governor Pataki has

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finally appointed a commendable and deserving person, Ron Scott Stevens, as Chairman of the State's Athletic Commission, and promoters are coming back to New York.

Everlast is New York. Lou DiBella is New York. The "Broadway Boxing" series is good for New York, it's good for the young, up-and-coming fighters and overall it's good for boxing.

Thank-you Lou DiBella, thank-you Ron Scott Stevens and thank-you Everlast.

Tickets are priced at \$36, \$51 and \$76. There are a limited number of VIP Ringside tickets priced at \$101. Tickets are available through Ticketmaster by calling (212) 307-7171, on the Internet at Ticketmaster.com and at all Ticketmaster outlets including Tower Records, Coconuts and HMV.