NEW YORK (September 10, 2006) – Unbeaten Irish middleweight sensation John Duddy, rated No. 5 by the WBO and No. 10 by the WBA, is training in the Poconos for the toughest fight of his career against veteran Luis Ramon “Yory Boy” Campas. The fight is called “Shamrocks & Sombreros” and will be in the MSG Theatre on September 29 for the vacant IBA middleweight title.

According to Duddy, “Everything has been fantastic at camp. I’ll be in the best shape of my life for this fight. We’re doing four-minute rounds for everything, sparring and pads. And Harry (head trainer Keitt) brought the sledgehammer, too.”

(Old school Harry Keitt has his fighters end training sessions by hitting a large truck tire with a sledgehammer.)

“In boxing today, it’s not the belt that makes the champion,” said Duddy, “it’s the champion who makes the belt. I work and fight hard. When I’m wearing the belt around my waist, I’ll represent it to the best of my ability, and I’ll be a good champion.”

Duddy (17-0, 15 KOs) from Country Derry is the reigning WBC Continental Americas titleholder.

The 34-year-old Campas (88-8, 72 KOs) has been fighting professionally for 20 years and is Duddy’s toughest opponent to date, The Mexican KO artist is a noted upset specialist having knocked off previously unbeaten opponents such as Esteban Camou (17-0) last year, Tony Ayala, Jr. (27-0) in 2000, and Raul Marquez (28-0).

Four of the former IBF light middleweight champion Campas’ eight career losses have been to world champions Oscar De La Hoya, Felix Trinidad, Fernando Vargas and Daniel Santos.

“It’s an honor getting into the ring against Campas,” Duddy noted. “I’ve never fought anybody with half of Yory Boy Campas’ experience. It’s going to be a learning experience, but at the end of the day, I think I have the tools to beat him.”

Duddy’s promoter, Irish Ropes, is co-promoting “Shamrocks & Sombreros” with DRL Promotions, whose ownership includes legendary Roberto Duran.

“If Roberto Duran isn’t in the top five all-time, he’s definitely in the top 10,” added Duddy. “But he’s so humble and friendly to everybody. Even at the Irish bars, from the moment he got out of the limo to the time he got back in, he was gracious with everybody, signing autographs and posing for pictures. It’s been great being with him.”

If you want to see John Duddy fight Yory Boy Campos in New York City on September 29, call 212.835.1582 for more information.