Broadway Boxing Presented by Kangol in Conjunction with Everlast Returns Wednesday, October 6 featuring Gabriel "Tito Bracero in the Main Event

(October 4, 2010 – New York, NY) The signature series in New York boxing, DiBella Entertainment's *Broadway Boxing* presented by Kangol in conjunction with Everlast, returns to its signature venue, the BB King Blues Club in Times Square, for a night of action pitting undefeated prospect Gabriel "Tito Bracero and veteran Terry Buterbaugh in the main event.

The undercard will feature the return of heavyweight Tor Hamer, along with bouts featuring popular undefeated prospects: Sonya Lamonakis, Steven Martinez, Denis Douglin, Isiah Thomas, Stivens Bujaj and Seanie Monaghan.

Tickets for *Broadway Boxing* are on sale now through DiBella Entertainment, and start at only $55. Tickets can be purchased by calling DBE at (212) 947-2577.

Braceo (11-0, 1 KO), 29, of Bronx, NY is coming off the most impressive performance of his career, a fourth round stoppage of Raymond Betancourt on *Broadway Boxing* in July. The 29 year old welterweight from Brooklyn is known for his all action style, only matched in intensity by the spirit his rabid fan base brings to each of his fights. He is amped up to take center stage in his first main event.

"I feel great and I've been training very hard. I'm so excited to be in the main event, said Bracero. "I thank DiBella Entertainment for opening up doors for me. This is my first main event; I have sold a lot of tickets and I will have a lot of friends and family there. It will be a beautiful experience.

The event's title sponsor, Everlast vs. Kangol, represents the coming together of two iconic clothing companies in celebration of Everlast's 100 year anniversary.

The collaboration between Everlast, the brand of choice for generations of world champion professional athletes and fitness enthusiasts, and Kangol, a fashion and lifestyle brand with a reputation for crafting world-class headwear, is a natural marriage between two of the most recognizable brands in the world.

"As the Everlast brand celebrates our 100 year anniversary, it is important for us to partner with an authentic brand that shares a similar passion and ability to transcend time, culture, sport and fashion, said Adam Geisler, President of Everlast. "Our partnership with Kangol gives us the opportunity to authentically share the cultural meaning of our brand with a new demographic.

The Everlast vs Kangol limited edition collection will feature four signature Kangol styles distinctly celebrating the style and fashion representing the four quarters of Everlast's 100 year anniversary.

Beginning in October 2010, the Everlast vs Kangol collection will be available at www.everlast.com , www.kangolstore.com and select specialty retailers.

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