

JESSE BRINKLEY – A CHANCE AT HISTORY

October 11th, 2010, Montreal -- On October 15th at the Bell Centre in Montreal, Canada, current IBF super-middleweight champion Lucian Bute will fight mandatory contender Jesse Brinkley. For Brinkley, not only is it his shot to become champion, it's also chance to make history in his home state.

Yerington is a small farming town in Northwestern Nevada. With a population of about three thousand, this is where Brinkley was born and raised.

Boxing has practically become Nevada's state sport. Thousands of world-title fights have taken place there over the years, and most agree that Las Vegas is currently the Mecca for big fights. So many title fights, yet it is believed that not one of the great champions who fought in Nevada was a Nevadan. New York, New Jersey, Pennsylvania and Southern California, all hotbeds of boxing have their home champions and legends. Curiously enough, this is not the same for the "Silver State. Brinkley wants to change that.

"I want to bring a world title home. says Brinkley. "It would mean so much to me. My family, friends, fans and supporters back home deserve it too.

Historically, Nevadans value libertarianism, the frontier spirit, and rugged individualism. Jesse Brinkley is a rugged individual. Boxing is just the beginning. An avid fisherman, hunter, outdoorsman, firearm enthusiast, gambler, and family man - Brinkley is Nevada personified.

"I think his biggest disappointment about the timing of the fight with Bute is that he had to miss out on the annual Lyon County Fair demolition derby competition. He enters every year, said Let's Get It On Promotions' Tommy Lane. "Sometimes, if you can't get a hold of him for a few days, you know that he is out in the wilderness hunting or fishing.

In Canada, Jesse Brinkley will wear the colors of the Star Spangled Banner. On the back of his trunks, however, you will see Nevada's State flag and motto "Battle Born. Jesse Brinkley, indeed, was born to fight.