

DeGuardia To Run "Knock Out Cancer" Boxing Benefit

Written by The Sweet Science
Thursday, 30 June 2011 09:57



(L to R) TED VLAVIANOS, JOE DEGUARDIA, MYRA GORDON & MELVINA LATHAN

A press conference was held Wednesday to announce the first annual "Knock Out Cancer" Boxing Benefit, presented by Joe DeGuardia's Star Boxing, the American Cancer Society and Hunts Point Produce Market. The "Knock Out Cancer" event, which will be held outside at the Market Saturday July 23rd, will feature undefeated heavyweight prospect, Joe "The Future" Hanks (16-0, 11KO's) as he looks to capture his first title in the heavyweight division when he takes on former member of Season 4 of "The Contender" Alfredo Escalera Jr. (18-3-1, 12KO's). All the proceeds from the show will be donated to the American Cancer Society.

The press conference, which was held at the beautiful Havana Cafe in the Bronx, was well attended and included a number of media, old-time fighters from the Bronx, and local fighters on the show, as well as members from both the American Cancer Society and Hunts Point Produce Market. A number of the speakers at the podium touched on personal stories they had in their lives in where they were somehow effected by Cancer. One of the speakers in attendance, to share his thoughts on the show, as well as speak of the recent loss of his close friend and colleague was Showtime's Boxing analyst Steve Farhood. Nick Charles, who worked side by side with Farhood, lost his battle to cancer just a few days ago.

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"I have been working with the American Cancer Society on this concept for a few years now. It is rewarding that it will come to fruition right here in the Bronx," stated Joe DeGuardia, CEO and President of Star Boxing. "This will be a special event and I am pleased that we will be able to help in the fight against Cancer. Boxing and Cancer go together in a way, as both boxers and cancer victims must deal with their adversity with courage, determination and hard work. On July 23rd the boxers will be fighting in the ring and also for those cancer fighters out there worldwide that are fighting for their lives to beat this disease. Perhaps adding to the multi-dimensional fight against Cancer is that we are doing this event with, and at, the Hunts Point Produce Market. How fitting to have this fight at the home of the fruits and vegetable market that serves the entire NY area, considering fruits and vegetables are known to be the right choice for healthy eating. We expect the event on July 23rd to be a great success and plan on this being the first of many such events in the future."

"The Knock Out Cancer event is a unique and exciting opportunity. The collaboration between the American Cancer Society and the Hunts Point Produce Market, in conjunction with Star Boxing will provide an opportunity to expose a hard to reach constituency, men, to the benefits of a healthy lifestyle while enjoying a great evening of boxing," stated Ted Vlavianos, Regional Vice President for the American Cancer Society. "It is also a great event that has enabled us to bring these three great companies together to produce what promises to be one tremendous event right here at our home in the Bronx."

"We are very excited about this event, and what it means to everyone involved," stated Myra Gordon, Executive Administrator at the Hunts Point Produce Market. "Not only are we representing the Hunts Point Market, but we are representing all of the merchants and employers that we work with, and we couldn't be more pleased about it. We are just so proud to be a partner in this great event and proud to be able to say that we are helping to prevent today's loved ones from becoming tomorrow's statistics."

EVENT INFO

"Knock Out Cancer" will take place Saturday, July 23rd at the Hunt Point Produce Market, which is located at 772 Edgewater Road, Bronx, NY 10474. There are two title fights scheduled on the card, including Joe "The Future" Hanks (16-0, 11KO's) taking on Alfredo Escalera Jr. (18-3-1, 12KO's) for the IBA Americas Heavyweight Title in the main event, and Issouf Kinda (10-0, 5KO's) taking on Bayan Jargal (15-2-3, 10KO's) for the NYS Jr. Welterweight Title in the co-feature. Tickets to this special event are priced at \$50, \$75 and \$100 and can be purchased by calling Star Boxing at (718) 823-2000 or visiting www.starboxing.com. Tickets may also be purchased by calling the American Cancer Society at (718) 547- 5064 or visiting www.cancer.org. For information regarding sponsorship packages call Yilda Guerrero with the American Cancer Society at (718) 547-5064, etc. 2101. Doors open at 6:00PM with the first bout scheduled for 7:15PM. More information regarding the bouts will be announced within the coming weeks.