

Canelo Will Fight Victor Ortiz on Sept. 15

Written by Michael Woods

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Golden Boy day to day boss Richard Schaefer said on a Tuesday conference call that he wanted to put a fight card together which make the judges irrelevant, in light of what went on Saturday night in Las Vegas. The Sept. 15 card he referenced, titled "Knockout Kings," will feature Canelo Alvarez versus Victor Ortiz at 154 pounds, Golden Boy's Oscar De La Hoya announced. Also, Jhonny Gonzalez will take on Daniel Ponce De Leon on the pay-per-view scrap, which will unfold at the MGM Grand. Oscar also said that it would be optimum for the bouts to feature knockouts, so iffy judging is taken out of the equation. Oscar noted that Ortiz is slated to scrap later this month, against Josesito Lopez, and said that he doesn't usually like to announce a future bout with one still on the slate.

The fighter chosen by fans as "the Knockout King" will receive a \$100,000 bonus, Schaefer said. Showtime will handle the PPV. He said that CBS will help push the product on their platforms, and that there would be a documentary miniseries about the main event, as well.

Schaefer said fighters are starting to understand that they need to entertain, go for offense, rather than dance their way to a win. He was asked about the Pacquiao-Bradley decision, and chose to not go that route, and delve into that scrap. Oscar also declined when asked by Ring's Lem Satterfield to offer his score for the Pacquiao-Bradley bout.

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If Ortiz loses to Lopez, what would happen? Schaefer said a contingency plan is in place and that Lopez is a part of the plan. He didn't say that Ortiz would be pulled and Lopez inserted versus Canelo, though. Dan Rafael pressed him on that, and he chose not to specify. On June 23, he will at the postfight presser make the specifics totally clear. That presser will run on one Showtime channel or another, he said.

Showtime boss Stephen Espinoza on the call said he was proud to be partnering with Golden Boy. He lauded Canelo, and said the whole card will be "action packed."

Schaefer said he wasn't concerned if Bob Arum does indeed also run a card on Sept. 15, which is on Mexican Independence Day. Arum is thought to be planning to run Mexican Julio Cesar Chavez Jr. on Sept. 15, so we could see a difficult situation for Mexican fight fans who root for Junior, and Canelo.