

Check Out Some Canelo Video

Written by The Sweet Science
Friday, 24 August 2012 10:42



Boxing's Next Global Superstar CANELO ALVAREZ IS COMING TO SHOWTIME

FRESH – Canelo has YOUTH.

Despite already amassing an undefeated record with 40 wins and having claimed the WBC Super Welterweight (154 lbs.) World Championship title in 2011, Canelo is only 22-years-old. As Floyd Mayweather and Manny Pacquiao fight on into their mid-30s, Canelo is poised to take the torch as boxing's next global icon.

UNIQUE – [Canelo has THE LOOK](#) .{youtube}UBNWnKK_miU{/youtube}

You can't forget Canelo Alvarez. The baby-faced fighter is a red-headed Mexican with good-looks and freckles hailing from Guadalajara. The nickname "Canelo" means "cinnamon" in Spanish, signifying his unique hair color.

FIERCE – Canelo has THE TALENT.

Always looking to brawl, Canelo is a warrior in the ring. His gutsy, offensive-minded fight style has earned him 29 knockouts in 40 wins (73%) and exciting victories over world champions such as Sugar Shane Mosley, Kermit Cintron and Carlos Baldomir.

BELOVED – Canelo has THE POPULARITY.

Selling tickets and attracting viewers in huge numbers, Canelo is already a Mexican star. His fights have drawn higher ratings than the national soccer team on Mexico's No. 1 network, Televisa. At public appearances, Canelo draws crowds akin to Beatlemania and Justin Bieber of this era, complete with screaming fans (both male and female) and chants of the name we will hear for years to come: "**CA-NEL-O, CA-NEL-O!!!**"

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Canelo Alvarez will continue his ascent to global superstardom on **Saturday, Sept. 15** when he defends his title against Josesito Lopez at the MGM Grand Garden Arena in Las Vegas, ONLY on

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deepwater says:

ho hum another silly press release. go lopez! beat the red headed step kid