



**ANNOUNCE ESPN *FRIDAY NIGHT FIGHTS* CARD MARCH 1 AT THE MGM GRAND AT FOXWOODS**

New York, NY (1/24/13) - Earlier today Lou DiBella of DiBella Entertainment and 50 Cent of SMS Promotions hosted an international media conference call to discuss the upcoming ESPN *Friday Night Fights* card on March 1, at MGM Grand at Foxwoods. In the main event, SMS Promotions IBF Featherweight Champion Billy "The Kid" Dib (35-1, 21KO's) looks to defend his title against Cuban Olympian and IBF #3 rated Luis Franco (11-1, 7KO's). In the televised co-feature, former amateur standout and now top-ten rated junior middleweight contender Willie Nelson (19-1-1, 11KO's) squares off against Michael Medina (26-3-2, 19KO's) in a 10-round showdown for Nelson's NABF junior middleweight title. The Nelson-Medina bout is promoted in association with Rumble Time Promotions. Both bouts will be aired on ESPN's *Friday Night Fights* beginning at 9:00 p.m. ET.

Below are some quick notes from the call. A complete transcript of the call will be available

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Written by The Sweet Science  
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tomorrow.

### **LOU DIBELLA:**

"DiBella Entertainment and 50 Cent's SMS Promotions are presenting a great night of fights live from the MGM Grand at Foxwoods that will be televised by ESPN's Friday Night Fights, on March 1. Doors open at 6:30pm and the first fight will take place at 7:00pm. ESPN goes live at 9:00PM EST. In the main event, the popular Australian boxer and IBF featherweight champion, Billy 'The Kid' Dib, defending his title against Cuban Olympian and the IBF #3-rated featherweight Luis Franco. In the co-feature, you have Willie Nelson defending his NABF junior middleweight title against Michael Medina. The bout is scheduled for 10 rounds and will be promoted in association with Rumble Time Promotions. Tickets go on sale next week and are affordably priced at \$200, \$100, \$75 and \$40. Contact the MGM Grand at Foxwoods Box Office for more information."

### **50 CENT:**

"This is exciting for me. Of course, you'll see some of my friends from music culture at this event. This is my first event co-promoting from the ground up. Yes, I had Yuriorkis Gamboa fighting on the Pacquiao undercard, but this is the first time that SMS is involved with the entire production and going through the entire process. You're going to see a really good night of entertainment. Dib and Franco will be on their A-game. Dib has been training more than usual for this fight. We are putting a lot of energy into promoting this event."

### **BILLY DIB:**

"I want to thank Foxwoods, Lou DiBella, SMS Promotions and ESPN. I'm coming out to not just to win but to make a serious statement. I believe I'm going to knock Franco out."

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### **LUIS FRANCO:**

"I'd like to thank my management team for getting me to this point, Lou DiBella and SMS Promotions for this opportunity, and of course Foxwoods and ESPN. I'm ecstatic to be a part of his 50 Cent's first show. Whatever Dib has to say to me, he can say to me on the night of the fight."

### **SCOTT BUTERA (PRESIDENT/CEO OF FOXWOODS RESORT CASINO):**

We are very excited to host this great event. We feel that with the added prominence of 50 Cent's SMS Promotions and DiBella Entertainment, it will be a spectacular night. I can promise everyone that the crowd will be robust. We're very proud to be participating in this event."

### **DOUG LOUGHREY (ESPN DIRECTOR OF PROGRAMMING):**

"We have a great conversion of brands here with 50 Cent's SMS Promotions and DiBella Entertainment. We are in the 15<sup>th</sup> year of Friday Night Fights, and now with ESPN2 and ESPN Deportes, a lot of our viewers speak both English and Spanish. We're looking for an exciting night on March 1. We're talking about a total of 57-8 knockouts between the fighters in the co-feature and main event. It's now up to the combatants to come forward and provide a great night of action."

***Tickets are priced at \$200, \$100, \$75 and \$40 and will be available for purchase next week through the MGM Grand Foxwoods Box Office by calling [1 \(800\) 200-2882](tel:18002002882)***

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#### **SouthPaul says:**

Dabully Of DBE is a notorious temperamental cat. Not sure if he'll be able to tolerate Flifty's high strung antics. I see him melting down like Bill O'reilly ...shouting .... \*\*\*\* it... We'll do it live!!!!!!

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### **Radam G says:**

This is an odd couple hookup that only the greed for money and attention can snap together if only for a New York minute. OMFG! WTF! For-real jive is often stranger than fiction.

Lou D and Fiddy? Next it will be a hookup between New York mayor Bloomberg and P Diddy. Holla!

### **Radam G says:**

BTW! Does this romance between Lou D and Fiddy means that they are going to do a double and drop from the ceiling on ropes while cussin' and carryin' on and jive? Hehe! Holla!

### **Bernie Campbell says:**

50 Cent is a poor excuse for Lawrence Welk way back when! Both Friscoes made alot of dough on an inferior product! If 50 makes money now with the fights its the same old Bowl Sh...! Pitty the Friscoes that play into his racket! Leapord doesnt change his spots!

### **deepwater says:**

You beat me to it. Lol. Even Hamed had better ring entrance then sliding down a rope.

### **brownsugar says:**

I like the idea...This is a great first step.....Fiddy really needs to be aggressive and start hobnobbing, networking, and forming as many alliances as he can. Hate to see good talent go to waste like former junior welter champ, Koltelnic,..... who actually quit because King didn't get him any fights and wouldn't allow him to get out of his contract to work with someone else.

As bad as folks talk about GBP and Bob Arum,... I never heard of either of those companies competing with their fighters for attention before a fight, Fiddy needs to remove himself from the spotlight and put his fighters first. (follow Hayman example,.. be involved but never seen)and more importantly he needs to understand his audience.. his last outing wasn't conducive to building a good foundation with the average fan .....Eventually I think he'll learn the trade... but....

I Never want to see him ride a pole a rope or anything else again.