

Mayweather-Guerrero Will Run in Movie Theaters

Written by The Sweet Science
Tuesday, 26 March 2013 14:26



Floyd "Money" Mayweather Faces Robert "The Ghost" Guerrero as World Championship Boxing Returns to Cinemas this May Featherweight World Champion Daniel Ponce De Leon Takes On Two-Division World Champion Abner Mares In Co-Featured Fight NCM Fathom Events, Mayweather Promotions, Golden Boy Promotions, SHOWTIME Sports and O'Reilly Auto Parts Bring Boxing Action to Movie Theaters Nationwide Live from Las Vegas on Saturday, May 4

Centennial, Colo. - March 26, 2013 - Giving fans nationwide ring-side seats from the comfort of their local movie theaters, NCM Fathom Events, Mayweather Promotions, Golden Boy Promotions, SHOWTIME Sports and O'Reilly Auto Parts bring undefeated, Eight-Time and Five Division World Champion Floyd "Money" Mayweather to the big screen once again as he takes on Six-Time and Four Division World Champion Robert "The Ghost" Guerrero.

Mayweather, boxing's pound-for-pound and pay-per-view king, will defend his WBC Welterweight World Championship against Guerrero in an action-packed live broadcast from the MGM Grand Garden Arena in Las Vegas, Nev. on Saturday, May 4.

"May Day: Mayweather vs. Guerrero" will be simulcast to select theaters nationwide at 9:00 p.m. ET / 8:00 p.m. CT / 7:00 p.m. MT / 6:00 p.m. PT / 5:00 p.m. AK / 3:00 p.m. HI. Also featured on the Cinco de Mayo weekend blockbuster line-up will be another explosive match-up featuring WBC Featherweight World Champion Daniel Ponce de Leon making his first title defense against Two-Division World Champion Abner Mares in a 12-round fight. Two additional featured bouts will be announced shortly.

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Tickets for "May Day: Mayweather vs. Guerrero" are available at participating theater box offices and online at www.FathomEvents.com. For a complete list of theater locations and prices, visit the NCM Fathom Events website (theaters and participants are subject to change). The event will be broadcast to more than 400 select movie theaters across the country through NCM's exclusive Digital Broadcast Network. "This is Floyd's fifth fight that will be shown in movie theaters," said Leonard Ellerbe, CEO of Mayweather Promotions. "Watching Floyd Mayweather fight is a larger-than life experience and the opportunity for fans to see him on the big screen is truly extraordinary. He has a tough test in Robert Guerrero, and we hope that fans take advantage of the opportunity to watch this amazing match-up with fellow boxing fans at movie theaters across the country."

Undefeated Floyd "Money" Mayweather (43-0, 26 KO's), an eight-time world champion in five divisions, remains boxing's biggest attraction and the world's highest paid athlete, wowing crowds each time he steps into the ring. During Mayweather's extraordinary career, he has amassed wins over former world champions such as Genaro Hernandez, Diego Corrales, Jose Luis Castillo, Arturo Gatti, Zab Judah, Oscar De La Hoya, Ricky Hatton, Juan Manuel Marquez, Shane Mosley, Victor Ortiz and, most recently, then WBA Super Welterweight World Champion Miguel Cotto, marking the 43rd win of his storied career.

The pride of Gilroy, Calif., Robert "The Ghost" Guerrero (31-1-1, 18 KO's) is a six-time and four-division world champion who got the attention of the boxing world when he defeated former Two-Time World Champion Andre Berto in November 2012. Now the 29-year-old southpaw has the chance of a lifetime as he prepares to step into the ring with one of the sport's all-time greatest fighters. With wins over former World Champions Joel Casamayor and Michael Katsidis and former world title challenger Vicente Escobedo, Guerrero is ready to shine on an international stage in this main event.

"We are very excited to once again partner with NCM Fathom Events and have the opportunity to showcase an amazing night of fights in the movie theaters," said Richard Schaefer, CEO of Golden Boy Promotions. "The entire 'MAY DAY: Mayweather vs. Guerrero' fight card will be an incredible lineup of talent and as we strive to bring this caliber of talent to fans everywhere, the unique experience of watching championship boxing on the big screen is something that is not to be missed."

NCM Fathom Events, Mayweather Promotions and Golden Boy Promotions first teamed up in September of 2009 to bring the highly successful presentation of Floyd Mayweather vs. Juan Manuel "Dinamita" Marquez fight to theaters, followed by Mayweather vs. Mosley Fight LIVE - Who R U Picking? in 2010 and Star Power: Mayweather vs. Ortiz during Mexican Independence

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Day weekend in 2011. In May 2012, Ring Kings: Mayweather vs. Cotto drew a record-breaking number of viewers for Mayweather's 43rd career win.

"Floyd Mayweather's bouts against some of the best fighters in the world have consistently drawn enthusiastic audiences across the United States to their local movie theaters," said Dan Diamond, senior vice president of NCM Fathom Events. "Ever since Mayweather first appeared on the big screen in 2009, it has just gotten more exciting with every fight, and this championship bout with Guerrero will be no exception."

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ali says:

Before the TMT came up with this idea I use to think why don't they show the big fights at the theater.

SouthPaul says:

I'd be curious to know what sort of percertage the fighters get from this?