

Huge Heavys Charles Martin & Alex Flores Battle in Santa Monica Beach

Written by David A. Avila
Tuesday, 15 April 2014 15:41



A new promotion company has emerged in the boxing world and they're coming with the big boys.

King Sports intends to battle with the bigger kids on the block in the boxing world and they're bringing gargantuan Charles Martin (15-0-1, 13 Kos) to fight the equally towering Alex Flores (14-0, 12 Kos) on Wednesday, April 16. The fight card takes place at Barker Hangar in Santa Monica.

The vacant WBO NABO heavyweight title will go to the winner.

Investing in heavyweights has been a goal for several years by Michael King, who heads King Sports. The television power broker tried finding the next great American heavyweight for a number of years.

"Now all of the good American heavyweights are in basketball and football," said King, president and owner of King Sports. "They're in other sports."

After years of searching for heavyweights among the hundreds of football and basketball players, the amiable King has decided to spawn a boxing promotion company built on the premise that good entertainment remains the key to success.

Huge Heavys Charles Martin & Alex Flores Battle in Santa Monica Beach

Written by David A. Avila
Tuesday, 15 April 2014 15:41

In the past the heavyweights used to stroll in weighing about 220 tops and standing about three to four inches past six-feet tall. Now, those are midgets. The heavyweights today seem to be able to dunk a basketball on their tip toes.

But can they fight?

“The U.S. Olympic team is in shambles,” said King, citing the failure of America's boxers to win a medal at the 2012 London Games. “Dominic Breazeale was one of our guys. He went to the Olympics but didn’t do too well.”

King says they have a couple of aces up their sleeve.

One of those aces, Martin, has been fed a steady diet of 11 opponents in the past year. Already he’s exchanged with three this year and we’re midway through April. Two of his foes entered the boxing ring undefeated and departed with losses.

Next for Martin is equally tall Flores, a rather gangly looking heavyweight with a solid chin and surprising power. Both have never tasted defeat.

“You have to dig in. You can’t tell if anyone is good unless they’re in with someone good,” says King. “We won’t have manufactured wins in there.”

Whit Haydon, who works for Roy Englebrecht Events, which is co-promoting the fight card and has Flores, promises it won’t go the distance.

“I’m certain our guy is going to win,” says Haydon.

Huge Heavys Charles Martin & Alex Flores Battle in Santa Monica Beach

Written by David A. Avila
Tuesday, 15 April 2014 15:41

King has confidence in Martin to win by knockout.

“We want this to be a great night of entertainment and boxing,” said King, in closing.

Will he still be in search for the next great American heavyweight after this fight?

For tickets and other information call [\(800\) 745-3000](tel:8007453000) .

[WATCH RELATED VIDEOS ON BOXINGCHANNEL.TV](http://BOXINGCHANNEL.TV)

[Comment on this article](#)