Earlier today, Star Boxing held the final press conference for their upcoming "Knock Out Cancer" boxing benefit at the Hunts Point Produce Market Saturday, July 23rd to benefit the American Cancer Society. In attendance at the presser, which was held at the Produce Market itself, were members of both the American Cancer Society and the Hunts Point Market, as well as Main Event participant, undefeated heavyweight prospect, Joe "The Future" Hanks, who will be fighting Alfredo Escalera Jr. for the IBA Heavyweight Championship, and Alicia Ashley, who will be fighting for the WBC Female Super Bantamweight Championship of the World, in the co-feature bout of the evening.

Joe DeGuarda kicked off the presser, thanking everyone for coming out, and once again touching on how important and special this event on Saturday night is going to be.

"So many people throughout the entire world are somehow effected by this disease (both of DeGuardia's parents are cancer survivors), so that's what makes doing this event so special and so important to me, because it gives us an opportunity to not only be able to fight back and contribute, but it also helps us raise awareness, which as you know is the most important aspect in beating this deadly disease."

Speaking on behalf of the Hunts Point Produce Market was Coop Board Director, Joel Fierman.

"This event certainly wasn't the easiest to pull off, but as everything is coming together, we couldn't be more delighted to be a part of this great event. We at the market are always looking for ways to give back, and the event on Saturday night is a perfect example of that. We know that this is going to be an absolutely great night for all of us involved and we are just really looking forward to Saturday night."

Echoing DeGuardia and Fierman's statements was Yilda Guerrero, Director of Special Events for the American Cancer Society.

"I want to thank everyone who has been involved in making this event, a dream come true for me. This spectacular event is finally right around the corner and we couldn't be more excited."

Regarding the main event, DeGuardia added, "This is a huge fight for Joe. I, as many people do, see Joe as the future of the heavyweight division. I believe within the next 18 months you will see Joe challenging the Klitschko brothers for their heavyweight championships, but he must first take care of business on Saturday night."

"I'm very excited for Saturday night," stated Joe Hanks. "Not only is this a huge fight for me, and my first title fight, but being able to fight in the main event on this event is special to me being that my mom has been battling breast cancer for the past year. You combine those two elements together and it has really motivated and energized me for this fight. I encourage everyone to come out on Saturday night to see first-hand the future of the heavyweight division. Just please I ask

JOE DEGUARDIA WITH JOE HANKS (L) AND ALICIA ASHLEY

everyone, make sure to get their early, because I plan on making it an early night for Escalera."

Just like Hanks, Ashley stated she was honored to be a part of this great card, as the cancer disease has also directly effected her.

"It is a pleasure to be here and represent all the females in boxing on this show," stated Ashley. "This title shot has been a long-time coming for me, and I don't plan on letting it pass me by. I am the first female New Yorker fighting for the WBC title right here in NY. If that was not enough motivation for me, I also plan on dedicated this fight to my Aunt who is a breast cancer survivor."

"Knock Out Cancer" will take place Saturday, July 23rd at the Hunt Point Produce Market, which is located at 772 Edgewater Road, Bronx, NY 10474. Tickets to this special event are priced at $50, $75 and $100 and can be purchased by calling Star Boxing at (718) 823-2000 or visiting www.starboxing.com Tickets may also be purchased by calling the American Cancer Society at (718) 547- 5064 or visiting www.cancer.org For information regarding sponsorship packages call Yilda Guerrero with the American Cancer Society at (718) 547-5064, etc. 2101. Doors open at 6:00PM with the first bout scheduled for 7:15PM.