

## Golden Boy Logo Is Pink For October

Written by The Sweet Science  
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LOS ANGELES (October 5) - Raising breast cancer awareness is a cause near and dear to the hearts of several of the Golden Boy Promotions team, including company President Oscar De La Hoya and company partner and future Hall of Famer Bernard Hopkins, both of whom lost their mothers to the disease. In honor of Breast Cancer Awareness Month, Golden Boy Promotions has created a new logo which will be used throughout the month of October to let the world know that one of the biggest fights going on right now is the fight against breast cancer.

"There is no more important fight for me than doing what I can to increase breast cancer awareness and knocking out this horrible disease," said De La Hoya. "All month, our logo will be pink as a reminder of this ongoing fight. I encourage all boxing fans to do what they can to learn about breast cancer and support the search for a cure, as this is a disease that has affected so many and could affect us all."

For more information on the Breast Cancer Early Detection Program at the Cecilia Gonzalez De La Hoya Cancer Center at White Memorial Hospital in Los Angeles, visit [http://www.whitememorial.com/](http://www.whitememorial.com/medical-services/breast-cancer-early-detection-program)

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