

Golden Boy Has New Boxing Series in Fla.

Written by The Sweet Science
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SUNRISE, Fla. (November 21, 2012)- Sunrise Sports & Entertainment and Golden Boy Promotions announced today that they have partnered on a new boxing series which will feature at least four annual live boxing events at the BB&T Center.

The new series will bring top-notch professional boxing action to the BB&T Center with each event featuring a guest appearance by a boxing legend.

"We are thrilled and honored to partner with an incredible athlete and entrepreneur such as Oscar De La Hoya and Golden Boy Promotions," said SSE President Michael R. Yormark. "We believe that together we can take live professional boxing to the next level in South Florida."

"At Golden Boy Promotions we are committed to bringing boxing to fight fans across the country and this new partnership is further proof of this," said President of Golden Boy Promotions Oscar De La Hoya. "South Florida has traditionally been a hotbed for boxing and we are excited to have a new home with Michael Yormark and the BB&T Center."

The date, main event and undercard fights, guest boxing legend and single event ticket information for the series' inaugural event will be announced shortly.

Sunrise Sports & Entertainment is the premier company of its kind in South Florida. Florida Panthers social media is powered by Ford. Home to the Florida Panthers Hockey Club and internationally recognized concerts and events, the Broward County-owned BB&T Center is one of the top ranked venues of its kind in the world.

Los Angeles-based Golden Boy Promotions was established in 2002 by Oscar de la Hoya, the first Hispanic to own a national boxing promotional company. In 2007, in its fifth year of promoting, Golden Boy Promotions set a record by selling over 2.5 million in pay-per-view homes in a single night. Also in 2007, Golden Boy Promotions established the record for highest grossing pay-per-view homes in a single year with more than 4 million total. Golden Boy Promotions is one of boxing's most active and respected promoters, presenting shows in packed venues around the United States on networks such as HBO, SHOWTIME, TeleFutura, FOX Sports Net and FOX Deportes.

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