

QUEEN OF BOXING JOINS ICE WARS PROMOTIONAL GROUP

Detroit, MI, March 22, 2022) – Known as “The First Lady of Boxing,” Jackie Kallen has been involved in the sport of boxing for over four decades. First as a boxing publicist for the famed Kronk Gym in Detroit and Thomas “Hit Man” Hearn, then as a successful manager of champions and a promoter of both Boxing and MMA. Kallen was the subject of the Paramount film “Against the Ropes” starring Meg Ryan and was also a part of the NBC show “The Contender” with Sylvester Stallone and Sugar Ray Leonard.

Kallen, who is no stranger to firsts and known for having an eye on something special, has officially joined the new ICE WARS promotional group. As both an adviser, consultant, and part of the broadcast team, Kallen will bring over 40 years of boxing expertise to the sport that describes itself as ‘Prize Fighting on Ice’.

“It’s an exciting new hybrid sport that I think the fans will absolutely love. It’s fast, fun to watch, and is a new twist on combat sports. There’s lots of action, lots of drama, and it’s all compressed into a short time-frame. No long, boring fights here – the bell rings and it’s ON!”

The authorized biography “Against the Odds”: The Jackie Kallen Story will be released around the same time as ICE WARS’ first event, so it will be an active spring for this dynamic powerhouse. Kallen has also just finished co-producing a film called “The Legend of Jack and Diane” in Los Angeles and is busy moving the careers of two promising professional boxers, Mykquan Williams and Sam Rizzo.

You can follow ICE WARS on Instagram and twitter @iceiswar and more information can be found on www.iwifights.com. The

inaugural ICE WARS event will be announced the week of March 28th!

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