

# **FIGHTNIGHT LIVE” ON FACEBOOK BREEZES INTO THE WINDY CITY FOR JUNE 23 SHOWDOWN**

CHICAGO (June 5, 2017) – After a successful pilot that was viewed by more than 40,000 boxing fans live on Facebook, FIGHTNIGHT LIVE hits the Chicago area on Friday, June 23, from Rosemont, Ill., with a stacked card filled with Windy City warriors.

“It’s a tremendous honor to take our Facebook FIGHTNIGHT LIVE platform to the Windy City area. It’s becoming a national platform already during its infancy – with East Coast and West Coast dates on the calendar and now this opportunity in the No. 3 media market in America – and we’ve been thrilled with the response from fight fans and promoters so far,” said Mark Fratto, Principal of Linacre Media. “We’re looking forward to working with the Village of Rosemont, as well as legendary promoters like Bobby Hitz and Frank Mugnolo on this card.”

Finalized matchups and fight card details will be unveiled later in the week. Legendary Chicago-based National Anthem singer Jim Cornelson will once again honor our country prior to the start of the main event – fans can catch that highly-anticipated performance along with all of the action in the ring live on Facebook.

The numbers on the May 11 FIGHTNIGHT LIVE pilot from Mohegan Sun Resort showed a great deal of promise and potential for the new platform. With only two days of promotion, the premiere broadcast amassed 43,000 total video views by 38,000 unique viewers. A total of 1.4 thousand hours of LIVE video was consumed by Facebook users during the first show alone. Reaching beyond the raw numbers, the fully-interactive, fan-friendly production saw 9,021 live post engagements for the

show, which included 5,000 “likes” or “loves,” 2,989 comments and 628 shares.

On Friday night, June 23, live from The Dome at The Ballpark in Rosemont, fans can expect a high-impact, multi-camera streaming experience complete with graphics, animations, replays, interviews and an announce team anchored by blow-by-blow announcer Ray Flores of Premier Boxing Champions, Showtime Boxing, HBO Boxing and CBS Sports Network boxing fame. To provide spectators with a fully-interactive ringside experience, commentators will ask and respond to questions from the Facebook audience throughout the broadcast.

Television host Danielle Robay of WCIU-Chicago and Entertainment Tonight, NBC-4 Los Angeles and HLN-fame will bring fans exclusive pre-and post-fight interviews from ringside.

Created and produced by Linacre Media out of New York City, the FIGHTNIGHT LIVE series features multiple camera angles, graphics, replays and behind-the-scenes access and interviews. The streamed shows are available globally wherever Facebook is available. The initiative not only enables fans from around the world to tune in, but also gives up-and-coming fighters a global platform to showcase their abilities, gives promoters an accessible “broadcast” solution and gives sponsors the ability to reach a mass audience via branded content.

A July 15 date in Phoenix, Ariz., with Roy Jones Jr. Boxing Promotions has already been released on the FIGHTNIGHT LIVE calendar. More FIGHTNIGHT LIVE dates will be officially announced in the coming weeks.

FIGHTNIGHT LIVE is available online at:  
<https://www.facebook.com/FaceFIGHTNIGHTLIVE/>

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hashtag#FIGHTNIGHTLIVE. For the latest Linacre Media events and broadcast schedule, follow @LinacreMedia across all social platforms or use the tags #LinacreMediaEvents or#LinacreMediaOnTV.

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## **Roy Jones Jr. Boxing Promotions Makes FIGHTNIGHT LIVE Facebook Debut On Saturday, July 15**

Las Vegas, NV (May 18, 2017) – Roy Jones Jr. Boxing Promotions will team with Linacre Media and Facebook to bring the fans from across the globe together with one purpose – the love of boxing – and will give all a ringside seat for “FIGHTNIGHT LIVE” on Facebook.

Record numbers and 5-star reviews are still pouring in following last Thursday’s debut of FIGHTNIGHT LIVE as it received a standing ovation from fans across the globe, and Roy Jones Jr. Boxing Promotions has accepted the invitation to join the future of live FREE streaming. Fans from all around the world can tune-in to Facebook FIGHTNIGHT LIVE on Saturday, July 15 at 6 p.m. PT (9 p.m. ET) to catch a fan-friendly, interactive, high quality Facebook Live broadcast on every enabled device. Roy Jones Jr. Boxing will “go live” from Wild Horse Pass Casino and Hotel to bring behind-the-scenes interviews, exclusive first-hand looks at the fighters and the raw emotion of each fighter’s win, lose or draw.

Promoted by Roy Jones Jr. and Keith Veltre of Roy Jones Jr. Boxing Promotions, this card will give fans back-to-back

championship action. The event will showcase a main attraction featuring NABA Super Welterweight Champion John "The Phenom" Vera Jr. (16-0, 10KOs) as he takes on the former WBO Latino Champion Daniel Rosario (11-2, 10KOs) in a 10-round contest at the Wild Horse Pass Casino in Chandler, AZ. Former WBA Super Bantamweight, Rico Ramos (25-5, 13KOs) will go toe-to-toe for the vacant NABA Super Bantamweight Belt, along with Arizona area heroes. Additional fights and fighters are subject to change.

"Roy and I have always felt that live streaming would take the place of the old platforms of delivering fights," stated Keith Veltre, CEO & Co-Founder of Roy Jones Jr. Boxing Promotions. "To partner up with Linacre Media and showcase our talent live with Facebook is years ahead of anyone else in the industry. This will give us the ability to reach millions of boxing fans around the world and enable us to deliver our sponsors triple the exposure we would normally get from traditional T.V. Mark Fratto, the brains behind this envisioning series, is giving fighters the opportunity to showcase their talent to the world and gain a fan base. We are thrilled that his vision lines exactly where Roy Jones Jr. Boxing Promotions wants to be."

The July 15th card will be called by world-renowned blow-by-blow announcer Ray Flores of Premier Boxing Champions, Showtime Boxing, HBO Boxing and CBS Sports Networks. Commentating ringside alongside Flores will be boxing analyst Michael Woods of the TalkBox Podcast, NYFights.com and Ring TV. Sports fans will have a fully-interactive ringside experience as commentators respond to and answer questions and comments from the Facebook audience and fight fans from around the globe throughout the entire broadcast.

"I was inundated with complimentary texts, emails and calls almost as soon as the FIGHTNIGHT LIVE pilot started, and it was a lot of fun watching the numbers swell from 27 views at the start of the broadcast to 43,000-plus by now," said Mark Fratto, Principal of Linacre Media. "Like many others, we

believe that the present and future of 'televised' boxing, MMA, Muay Thai and really all live sports is digital. Further, by putting these events on Facebook we're providing an interactive environment for fight fans to not only view the events, but to connect with each other and provide their own real-time commentary during the bouts. We believe in high-quality, cost-efficient production that can give fans free access to hundreds of global, national and regional live fight nights without breaking the bank of the promoter and also without sacrificing what sports fans have come to expect from their viewing experience – multiple camera angles, graphics, replays and behind-the-scenes access and interviews. We don't want traditional fans, digital customers and cord-cutters to be relegated to trying to watch other spectators' live feeds off their cell phones."

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#### INFORMATION:

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# **“FIGHTNIGHT LIVE” ON FACEBOOK OPENS WITH KNOCKOUT NUMBERS**

The reviews are in, and the numbers are in, and the decision is unanimous: the debut of FIGHTNIGHT LIVE, on Facebook Live Thursday evening from Mohegan Sun in Connecticut, was a KO victory.

Watchers of the stream, which drew 37,000-plus “uniques” on fight night, and continues to draw clicks, enjoyed a Star Boxing main event topped by a junior middleweight scrap between vet Delvin Rodriguez and up ‘n comer Courtney Pennington.

More numbers: Almost 3,000 comments were shared by watchers during the four plus hour show, which provided incredible value for fans of the sweet science. Fans said things like, “This is the future of the sport, live FREE streaming.” “This stream is giving expose to young guns that would not ordinarily get it on broadcast TV!” “After tonight’s streaming many will talk about it and many more will watch if there’s a next time, this is the bomb!”

“I was inundated with complimentary texts, emails and calls almost as soon as the stream started, and it was a lot of fun watching the numbers swell from 27 views at the start of the broadcast to 40,000-plus by now,” said Mark Fratto, Principal of Linacre Media. “Like many others, we believe that the present and future of ‘televised’ boxing, MMA, Muay Thai and really all live sports is digital. Further, by putting these events on Facebook we’re providing an interactive environment for fight fans to not only view the events, but to connect with each other and provide their own real-time commentary

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Promoter Joe DeGuardia went on air during the main event. He was visibly impressed and shared his enthusiasm while watching Pennington spring the upset.

"This has been incredible," DeGuardia said. "It is great that fans will now be able to see more fights on a platform with massive reach. This is good for everyone and a perfect way for fighters to expand their fan base. I am pleased to be involved."

Said boxing fan-favorite Ray Flores, who sat in the blow-by-blow chair, "It was an honor to be a part of FIGHTNIGHT LIVE and work with such talented individuals. I'm extremely excited about what the future has in store for the series. More than anything, thank you to all the fight fans who tuned, shared it, and commented. Fan interaction and world class fights is the basis for FIGHTNIGHT LIVE. I cannot wait for the next show!"

"We want to have something of a distinct identity," said analyst Michael Woods, who publishes NYFights.com and does the TALBOX podcast for Everlast. "We want watchers to be able to interact with us, be part of the show, have a voice. We also want to have fun, keep it loose at times, as well. We will be incorporating that interactivity even more going forward. This series aims to be and I think is well on its way to establishing a paradigm in the space."

“We firmly believe this new series is beneficial to all parties involved. More exposure for the sport and for the fighters,” said Fratto, whose production services company does 200 live events each year. “This production model is designed to be lean and cost-effective. And that enables us to cover more events, and with Facebook, we know we are being seen world wide and on a platform with a great deal of potential.”

Future FIGHTNIGHT LIVE dates will be announced in the coming weeks.

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## **OPENING BELL: “FIGHTNIGHT LIVE” ON FACEBOOK PREMIERES THURSDAY FROM MOHEGAN SUN**

NEW YORK (May 9, 2017) – Beginning Thursday, fight fans from around the globe no longer have to miss out on their favorite boxing, MMA or Muay Thai cards, nor will they be forced to search desperately for a ringside spectator’s blurry mobile phone feed at non-televised events.



Supporters of the Sweet Science, MMA and other combat sports can now tune-in to Facebook, as fans from around the planet will be introduced to "FIGHTNIGHT LIVE" this Thursday, May 11, at 7:30 p.m. ET. The new fan-friendly, interactive vehicle delivering big TV quality to on any Facebook-enabled device "goes live" from Mohegan Sun Arena as the exclusive carrier of Star Boxing Inc.'s "Slugfest at the Sun," with a number of future fight dates to be announced.

On Thursday night, fans can expect a high-impact, multi-camera streaming experience complete with graphics, animations, replays, interviews and an announce team anchored by blow-by-blow announcer Ray Flores of Premier Boxing Champions, Showtime Boxing, HBO Boxing and CBS Sports Network boxing fame. To provide spectators with a fully-interactive ringside experience, commentators will ask and respond to questions from the Facebook audience throughout the broadcast. Rounding out Thursday's announce team at ringside are Michael Woods of the TalkBox Podcast, NYFights.com and The Ring and former Golden Gloves Champion Cara Castronuova, now of the Knockout Obesity Foundation.

Promoted by Joe DeGuardia's Star Boxing, each action-packed "Slugfest at the Sun" bout will be streamed exclusively via Facebook Live on the FIGHTNIGHT LIVE Facebook Page. The card is highlighted by a main event featuring former world title contender and Connecticut fan favorite Delvin Rodriguez (29-8-4, 16KOs), as he takes on upset-minded Courtney Pennington(10-4-1, 5KO's) in a 10-round Junior Middleweight bout at Mohegan Sun Arena. Former WBC women's world champion Kali Reis (10-6-1, 4 KOs) meets determined veteran Ashleigh Curry (7-10-4, 8 KOs) in the co-feature.

"Our ability to leverage Facebook is great for the future of boxing. It is a fantastic way to reach our fans and create a wider and younger audience," said Joe DeGuardia, President and CEO of Star Boxing. "I'm thrilled to help bring boxing to this platform and believe it will be fantastic for Star Boxing, our

fighters and other fighters and promoters. The future is extremely bright for boxing, which has traditionally been a leader in finding new ways to connect with the world. In the past it was radio, then TV, then Closed Circuit, Cable and ultimately PPV. Watching boxing live via a stream on a platform like Facebook is the next frontier.”

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