

HIGHLY-ANTICIPATED CANELO VS. GGG III FIGHT TO BE SHOWN LIVE IN LAS VEGAS AT STADIUM SWIM AT CIRCA RESORT & CASINO ON SEPTEMBER 17

In partnership with global broadcaster of the fight DAZN and Joe Hand Promotions, the highly-anticipated Saul “Canelo” Álvarez vs. Gennadiy “GGG” Golovkin III 12-round super-middleweight title clash from T-Mobile Arena in Las Vegas, NV, on Saturday, September 17, will be shown in Las Vegas at Stadium Swim at Circa Resort & Casino, as part of the official watch party of Las Vegas, beginning at 5 p.m. PT.

Tickets to attend the official watch party and screening of the fight at Circa Stadium Swim are \$75 for advanced sales and \$100 day of event. Tickets can be purchased at [CircaLasVegas.com](https://www.CircaLasVegas.com).

Fans can chill in one of the six pools on three different levels for a perfect view of the massive 40-foot tall high definition screen. In addition to swim up bars and insta-ready selfie walls, you’ll find dozens of cozy day beds and private cabanas, plus hundreds of chaise lounges to soak up the sun and catch the most anticipated fight of the year.

Canelo and GGG fought twice before, with a 2017 fight for the unified middleweight championship ending in a controversial split draw. Álvarez won the rematch a year later by majority decision.

“The interest in this fight is at an all-time high,” said Joe Hand, Jr., President, Joe Hand Promotions. “We continuously look for new and engaging partners who look to expand their

audience and provide an unbelievable experience for their guests. We're grateful to DAZN and Circa for being able to come together to create this incredible way to watch Canelo and GGG."

ABOUT JOE HAND PROMOTIONS

Joe Hand Promotions brings fan communities from mainstream sports and entertainment into the top corporate and independently owned bars and restaurants, theaters, casinos, and other commercial establishments to provide the best viewing experience outside of the arena.

As the commercial content partner for some of the nation's top live-sports media properties, Joe Hand Promotions is the leader in the out-of-home live sports and entertainment media distribution industry. For over 50 years, Joe Hand Promotions has seamlessly connected commercial establishments with live sports, which has successfully driven traffic and increased revenues, time and time again. The Joe Hand Promotions team is more than the distributor, but also the advisor in this fast-growing industry.

ABOUT DAZN

DAZN is the world's leading sports entertainment platform. The only global digital sports broadcaster, DAZN is live in over 200 countries and is reimagining the way people enjoy sport. With a single, frictionless platform, sports fans can watch, bet, play, share, socialise, and buy tickets, NFTs and merchandise. Live and on-demand sports content, anywhere, in any language, on any device – only on DAZN. DAZN is a global, privately-owned company with employees in over 25 countries. For more information on DAZN, our products, people, and performance, visit www.dazngroup.com.

ABOUT CIRCA RESORT & CASINO

"Circa Resort & Casino is an all-new integrated resort concept

in the heart of downtown Las Vegas. The city's first adults-only casino-resort, the AAA Four Diamond Circa pays homage to Vegas' Golden Era through vintage design, old-school hospitality and nods to the city's history while introducing high-tech advancements and innovative amenities. The resort features upscale rooms and suites; the world's largest sportsbook; Stadium Swim, a year-round pool aqua theater; a two-story casino; Garage Mahal, a high-tech transportation hub; the luxe Legacy Club rooftop lounge; an expansive local art collection and more. Guests can indulge at original restaurant concepts including premium steaks and seafood at Barry's Downtown Prime from Chef Barry S. Dakake and Make It Happen Hospitality; Pan-Asian fare at 8 East from Chef Dan Coughlin; deli classics at Saginaw's Delicatessen from restaurateur Paul Saginaw; authentic Carolina barbecue at Project BBQ; and all-star menus at Victory Burger & Wings Co. from the founding family of American Coney Island."

**AUDIO: Johnathon Banks -
Trainer of Gennadiy Golovkin
breaks down the Trilogy Fight**

**VIDEO: Johnathon Banks -
Trainer of Gennadiy Golovkin
breaks down the Trilogy Fight**

**AUDIO: LIVE FROM CANELO –
GOLOVKIN 3: Ali Akhmedov
Talks about Gabriel Rosado
Showdown**

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**AUDIO: LIVE FROM CANELO –
GOLOVKIN 3: Interview with
Undefeated Marc Castro**

**VIDEO: LIVE FROM CANELO –
GOLOVKIN 3: Interview with
Undefeated Marc Castro**

**Audio: LIVE FROM CAENLO –
GOLOVKIN 3: Interview with
Kieron Conway**

VIDEO: LIVE FROM CAENLO – GOLOVKIN 3: Interview with Kieron Conway

“WBA” World Boxing Association Confirmed for Sixth Annual Box Fan Expo, During Mexican Independence Day Weekend, Saturday September 17, in Las Vegas

Las Vegas (August 29, 2022) – “WBA” World Boxing Association has confirmed that they will participate at the Sixth Annual Box Fan Expo on Saturday, September 17, 2022, at the Las Vegas Convention Center from 10 a.m. to 5 p.m. The Expo will also coincide with the mega trilogy fight between **Canelo Alvarez vs Gennady Golovkin**, that will take place later that evening at the T-Mobile Arena.

WBA will hold a Meet & Greet for the fans at their booth during the fan event held over the Mexican Independence Day weekend.

The Box Fan Expo is an annual fan event that coincides with some of the sports’ legendary, classic fights in Las Vegas, including Mayweather vs. Maidana [II](#), Mayweather vs.

Berto, Canelo vs. Chavez Jr., Canelo vs. GGG II, and Canelo vs. Jacobs. Centered in boxing's longtime home – Las Vegas – this year's Expo is a must-do for fight fans coming in for this legendary weekend, with dozens of professional fighters, promoters, and companies involved in the boxing industry. The Expo is the largest and only Boxing Fan Expo held in the United States. <http://boxfanexpo.com> – @BoxFanExpo

Tickets to the Box Fan Expo are available at Eventbrite – <https://bit.ly/BOXFANEXP022>

WBA will have merchandise to sell and memorabilia to showcase for fans to enjoy. Boxing fans will also have a great opportunity to take pictures with fighters and boxing celebrities who will appear as guests at their booth. Fans will also be greeted with surprises by the WBA at this year's Expo.

WBA joins Teofimo Lopez, Juan Manuel Marquez, Michael Spinks, Franchón Crews-Dezurn, Marco Antonio Barrera, Rolando Romero, Jose Ramírez, David Benavidez, Shawn Porter, Jessie Vargas and Erik Morales as an early commitment to this year's Box Fan Expo, with more Boxing stars to be announced.

About World Boxing Association (WBA)

WBA is an international boxing organization that sanctions official matches and awards the WBA world championship title at the professional level. Founded in the United States in 1921 by thirteen state representatives as the National Boxing Association, in 1962, the organization changed their name in recognition of boxing's growing popularity worldwide and began to gain other nations as members. Gilberto Mendoza from [Venezuela](#) was the President of the WBA since 1982 until his death in 2016, after which his son Gilberto Jesús Mendoza took over as president. For more info go to: <http://wbaboxing.com/>

About Box Fan Expo

Box Fan Expo is the ultimate boxing fan experience event, which allows fans to meet the stars of boxing that represent the past, present and future of the sport. With hosted autograph signings, meet-and-greets with current and former boxing world champions, limited edition merchandise for sale, giveaways and more, this is the ultimate event for fans of the sport.

Past boxing stars that have participated include: Floyd Mayweather, Mike Tyson, Roberto Duran, Sugar Ray Leonard, Julio Cesar Chavez, Juan Manuel Marquez, Tommy Hearns, Roy Jones Jr, Marco Antonio Barrera, Erik Morales, Andre Ward, Mikey Garcia, Marcos Maidana, Devin Haney, David Benavidez, Errol Spence Jr, Sergio Martinez, Keith Thurman, Danny Garcia, Tim Bradley, Deontay Wilder, Amir Khan, Shawn Porter, Fernando Vargas, Abner Mares, James Toney, Jessie Vargas, Vinny Paz, Mia St.John, Leo Santa Cruz, Badou Jack, Terry Norris, Riddick Bowe, Earnie Shavers, Michael & Leon Spinks, Danny Jacobs, Claressa Shields, Teofimo Lopez, Brandon Rios, Jorge Linares, and many more.

Exhibitors include boxing promoters, gear, apparel, equipment, energy drinks, supplement products, broadcasting media, sanctioning bodies, and other companies who showcase their brand to fans and the boxing industry as a whole.

Throughout the next several weeks leading up to the Event, there will be weekly updates on the many stars that will commit their appearance at the Boxing Expo

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Tickets to the Box Fan Expo are available at Eventbrite –

<https://bit.ly/BOXFANEXP02022>

To request information on exhibiting and sponsorship at the Expo:

For media credentials:

Contact us:

Telephone number: (702) 997-1927 or (514) 572-7222

For any inquiries please email: boxfanexpo@gmail.com

More information on Box Fan Expo
visit: <http://www.boxfanexpo.com>

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