



**CANADA**

**PRESS RELEASE**

*For immediate release*

## **Super Channel announced as the new Title Sponsor of the Canadian Boxing Championships**

**Edmonton – February 27, 2018.** Boxing Canada is extremely pleased to announce a new and exciting partnership with Super Channel as the Title and Presenting Sponsor for the Canadian Championships. Under the two-year agreement with an option to renew, the event will now be known as **The Super Channel Championships** as of the 2018 edition.

“On behalf of Boxing Canada, we are very excited to welcome Super Channel to our boxing family as the Title Sponsor of our Canadian Championships. We look forward to crowning new champions at the **2018 Super Channel Championships** in Edmonton, Alberta,” mentioned Pat Fiacco, Boxing Canada’s President.

This new partnership also marks Boxing Canada’s history as it is the first Title Sponsor associated with its national competition. This investment will not only increase the quality of the presentation, it will also optimize the scale and the visibility of the competition through promotion and broadcast opportunities while elevating the credibility and popularity of Olympic boxing. Thanks to this sponsorship agreement, Super Channel will actively support the growth of boxing throughout the country.

“With the return of boxing to Super Channel’s programming lineup, we felt it was very important to support Canadian boxing at the grassroots level,” said Don McDonald, President & CEO. “As a proud partner of Boxing Canada, as the title and presenting sponsor of the Championships, **The Super Channel Championships** will highlight Canada’s best Junior, Youth and Elite boxers as they compete for national status and move onto international competition with the focus on Tokyo 2020.”

Indeed, **The Super Channel Championships** are the biggest Olympic boxing competition in the country. The 2018 edition is set to take place March 28<sup>th</sup> until April 1<sup>st</sup> at the Radisson Hotel Edmonton South (4440 Gateway Blvd, Edmonton AB T6H 5C2), regrouping more than 230 of the best boxers in the country over five days of intense competition. Canadians are invited to attend the event or follow the athletes on live streaming to discover up-and-coming boxing stars in what is expected to be a plethora of high octane bouts that are sure to pack a punch!

"As host organizer, Boxing Alberta is excited to work alongside an Edmonton-based company to help make **the 2018 Super Channel Championships** great. With the addition of Super Channel as a partner, we feel it will elevate the event and Olympic boxing in Canada to increased national recognition," affirmed Scott Kramble, Boxing Alberta’s Executive Director.

Moreover, it’s with great pleasure that boxing Olympian Dale Brown is stepping in as spokesperson for the competition. “It’s good to see boxing out west again after a number of years of absence as the last Elite Championships held in Edmonton go back to 1998. As an Olympian and a former athlete who has competed in the Nationals on ten separate occasions, this event is a spring board for future success,” said Dale Brown. “We are about to witness the best boxers Canada has to offer and I wish all athletes the best of luck!”

### **ABOUT BOXING CANADA**

Boxing Canada is the national governing body for the sport of Olympic boxing in the country recognized by the Canadian Olympic Committee. The goal of Boxing Canada is to promote, organize and coordinate the sport of Boxing for the advancement of the sport and its members of all levels and ages. The organization’s vision is to inspire Canadians to make Olympic boxing a major sport and physical activity while striving towards Canada being a dominant nation internationally. For more information, visit [www.boxingcanada.org](http://www.boxingcanada.org).

## ABOUT SUPER CHANNEL

[Super Channel](#) is a national premium pay television network, consisting of four HD channels, four SD channels, and Super Channel On Demand.

Super Channel's mission is to entertain and engage Canadian audiences by providing a unique and exclusive entertainment experience. With a core foundation of integrity and accountability, we dedicate ourselves to implementing innovative programming strategies and unparalleled team work that provides viewers with exceptional value and variety.

Super Channel is owned by Allarco Entertainment 2008 Inc., an Edmonton-based media company.

Super Channel is currently available on Bell TV, Shaw Direct, Rogers Anyplace TV, Shaw Cable, Cogeco Cable, Access Communications, Bell Alliant TV, Source Cable, SaskTel, MTS, Novus, EastLink, TELUS, Videotron, Westman Communications and other regional providers.



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