

# Media Advisory



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## MEDIA ADVISORY/PHOTO OP

### **GOLDEN BOY PROMOTIONS' OSCAR DE LA HOYA AND AT&T U-VERSE TV TO VISIT BOYS & GIRLS CLUB OF BURBANK AND GREATER EAST VALLEY**

Ten-time World Champion and President of Golden Boy Promotions Oscar de la Hoya will visit the Boys & Girls Club of Burbank and the Greater East Valley to showcase exclusive content from AT&T U-verse® Español and talk with the kids about maintaining healthy bodies and good grades in the digital age.

AT&T U-verse will screen some of De La Hoya and Golden Boy Promotions' classic fights for the adults and teens, while the younger children will enjoy first-run U-verse children's programming.

Through an exclusive agreement with Oscar de la Hoya's Golden Boy Promotions, AT&T U-verse customers can now view exclusive fights in both English and Spanish at no additional charge on the last Saturday of each month from venues throughout Mexico.

- WHO:** Oscar de la Hoya  
Kids from Burbank, Glendale, North Hollywood & La Crescenta
- WHAT:** Screening of classic De La Hoya and Golden Boy Promotions fights  
U-verse trailer of children's programming - English & Spanish
- WHEN:** **Tuesday, November 22 at 4:00 p.m. PDT**
- WHERE:** **Boys & Girls Club OF Burbank and Greater East Valley**  
2244 Buena Vista Street (corner of San Fernando Road)  
Burbank, Calif.
- PHOTO OP:** Oscar de la Hoya and Boys & Girls Club members  
Andy Shibley, Vice President and General Manager, AT&T  
AT&T U-verse demo
- CONTACTS:** Meredith Red, AT&T: (310) 990-0870  
Ramiro Gonzalez/Monica Sears, Golden Boy Promotions: (213) 489-5631