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# FOR IMMEDIATE RELEASE:

# The AAIB To Host Its First Annual Summer Boxing Expo On Saturday, August 22 Proceeds and donations to fund the AAIB academic scholarship program & local boxing gyms

Mount Vernon, NY, June 15, 2015 – The American Association for The Improvement of Boxing, Inc. (AAIB) is proud to announce its first annual Summer Boxing Expo will be held at the Westchester County Center in White Plains, NY on Saturday, August 22, 2015. Proceeds from the event will aid the AAIB boxing scholarship program, which offers academic scholarships to current and former amateur boxers who wish to attend an accredited college or university. Monies will also be used to support local boxing gyms and programs that aim to empower youth and keep them from harm’s way through boxing.

The expo will take place from 10 am to 5 pm EST and all boxing enthusiasts are welcome to attend and enjoy the great day of boxing festivities. The event will feature current and former professional fighters – most notably Floyd Mayweather Jr., Paulie Malignaggi, and Zab Judah – company sponsored booths, free autographs & photograph opportunities, giveaways, demonstrations, and much more!

“It’s truly an honor to be able to organize a full day of boxing fun suitable for the entire family,” AAIB President Paul Vegliante, said. “There hasn’t been a boxing related event of this magnitude in our backyard like this in recent memory. We are excited about the awareness and fanfare this event will create for the sport of boxing, but more importantly, the opportunities the Summer Boxing Expo will provide for some of our youth from the proceeds and generous donations. That’s what matters most.”

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**About The American Association for The Improvement of Boxing, Inc. (AAIB):** The American Association for The Improvement of Boxing, Inc. (AAIB) is a Westchester County (NY)-based non-profit organization that is dedicated to the advocacy of medical safety, administrative competency and financial accountability for amateur and professional boxers. It was founded in 1969 by Rocky Marciano (former undefeated heavyweight champion of the world) and Stephen B. Acunto (former boxing coach), and Albert J. Falloni (former professional boxing manager). The AAIB is represented in several states, including Washington, D.C., as an advocate of the sport of boxing. For more information about the AAIB, please visit [www.aaib.org](http://www.aaib.org).

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The American Association for The Improvement of Boxing, Inc. (AAIB)

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June 15, 2015

Mr. Paul R. Allen  
CEO, Everlast Worldwide

1350 Broadway, Suite 2300

New York, NY 10018

Dear Mr. Allen,

It is with great honor and excitement that I personally announce and cordially invite you and the Everlast Worldwide team to our first annual Summer Boxing Expo, which will be held at the Westchester County Center in White Plains, NY on Saturday, August 22. We view the Everlast brand first, as a dedicated and committed strategic partner that is well aligned with our organization, and a longstanding staple brand of the sport of boxing.

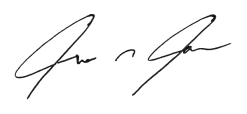
Our goals for the expo are to raise money for boxing and education as part of our organization’s academic scholarship initiative. Each year we give out up to 10 scholarships ranging from $1,000 to $10,000 to current and former amateur boxers who are seeking to attend an accredited college or university. In addition, we aim to support local boxing gyms and programs that are in need of financial assistance to keep youth active and out of harm’s way through the great sport of boxing.

Our target fundraising goal is $100,000, and we have already received a tremendous amount of support in the form of donations and sponsorship commitments. Our organization would be thrilled to have Everlast either donate an amount appropriate in the eyes of your company, or purchase a sponsored booth to display and demonstrate the great product offerings the Everlast brand has to offer.

We are anticipating 1,500-3,500 attendees, so there will be great exposure and sales opportunities. If you would like to simply donate, you can either present us with a check during the event, where we can recognize your company and pose for photos, or give online at www.aaib.org/donate and specify it for our academic initiative. If the organization wishes to sponsor a booth, you can find all of our sponsorship details at www.aaib.org/summerboxingexpo.

I thank you and the Everlast team in advance for your continued support and generosity as we continue to protect our young boxers in and out of the ring, while bringing the sport of boxing the exposure it deserves. I look forward to hearing from you soon, and we hope to see you and the team on August 22.

With Kind Regards



Justin R. Jones

Communications Manager