



FOR IMMEDIATE RELEASE

BOXER “BAM BAM” BRANDON RIOS BECOMES AMBASSADOR OF PADRES CONTRA EL CÁNCER

Los Angeles, CA (April 9, 2012) – Boxer “Bam Bam” Brandon Rios has just joined forces with PADRES Contra El Cáncer as one of PADRES’ new Ambassadors of HOPE. Rios, who has been supporting the organization since the fall of 2011, came on board with the goal of launching a national fundraising and awareness campaign in the boxing community, highlighting the importance of childhood cancer and PADRES’ programs and services.

“I’m excited to join PADRES in the fight against childhood cancer. I was touched by the kids when I went out to visit them at the hospital earlier this year. I saw first-hand the battle they are going through and how much PADRES has helped them and their families. I want to help PADRES raise funds to help the kids. I want everyone to know that even though as a boxer I step into the ring to battle for 12 rounds, that there are kids who are battling cancer 24/7 who need my support and I’m going to be there for them,” said Rios.

“We are so grateful to be working with Brandon and his team. Brandon’s energy is contagious and his passion for the cause goes unsaid. Brandon is committed not only to fundraising and our awareness campaign, but he is truly committed to the kids,” said Elvia Barboa, PADRES CEO.

On Rios’ last visit to the hospital, while distributing toys and “Bam Bam” shirts to the kids and families, he met 8 Year-old leukemia patient Viviana. Rios spent some time visiting with the family that day and received a yellow wristband from Viviana displaying her name on it. She gave it to Brandon for good luck so he could wear during his training leading up to the fight. Brandon was so touched by this that he invited her and her family to be his special guests sitting ring-side for his upcoming fight.

Rios will be fighting on Saturday, April 14, 2012 at Mandalay Bay Resort and Casino in Las Vegas, NV against opponent Richard Abril. Rios will be wearing a PADRES Contra El Cáncer patch on his trunks highlighting his support for the organization. You can also join Rios in PADRES upcoming annual “Stand for HOPESM” 5K Run/Walk which will be held at the Rose Bowl in Pasadena, CA on Sunday June 24, 2012. Rios has formed a 5K team, “Team Rios,” and is inviting his fans to come out to run with him or make a donation to his team at STANDforHOPE.net.

ABOUT PADRES:

PADRES Contra El Cáncer (PADRES) is an organization committed to improving the quality of life for Latino children with cancer and their families. PADRES programs, activities and services, while primarily oriented to the Latino community, serve childhood cancer patients from ALL races and ethnic origins. No family is turned away. Celebrating 26 years of service, PADRES brings together children, families, healthcare professionals and community leaders to promote a comprehensive understanding of childhood cancer and other blood disorders as well as effective methods for treatment. Since March, 2005, actress **EVA LONGORIA** has served as PADRES’ National Spokesperson. For more information about PADRES, visit www.IAmHOPE.org, like us on Facebook at <http://www.facebook.com/#!/iamhope.org> and follow us at on Twitter @IAMHOPE

ABOUT “STAND FOR HOPE” 5K Run/Walk visit www.STANDforHOPE.net

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