



FOR IMMEDIATE RELEASE

Paradigm Sports Management founder and CEO, Audie Attar, to be honored at 25th annual Fight for Life to benefit City of Hope

Hosted by Los Angeles County Sheriff Alex Villanueva and Los Angeles Police Chief Michel Moore

Duarte, Calif. (Oct. 1, 2019) — City of Hope, a world-renowned independent research and treatment center for cancer, diabetes and other life-threatening diseases, announced today that **Audie Attar**, founder and CEO of Paradigm Sports Management, will be honored at the 25th annual **Fight for Life**, taking place on Sunday, Nov. 17, 2019, at The Novo at L.A. LIVE in downtown Los Angeles. The annual boxing fundraiser is hosted by Los Angeles County Sheriff Alex Villanueva and Los Angeles Police Chief Michel Moore.

Fight for Life consists of approximately 13 boxing matches between the Los Angeles Sheriff's Department and the Los Angeles Police Department. Attended by over 1,000 supporters and boxing enthusiasts each year, the annual fundraiser experience is presented like a world championship boxing match. Matches include a variety of weight classes. Each fight consists of three rounds of competitive boxing for annual bragging rights.

This year, City of Hope will present The Gloves of Hope Award to Audie Attar in recognition of his philanthropic contributions. Attar founded Paradigm Sports Management in 2009, and today is one of the fastest-growing international sports management agencies focused on building the best athletes and brands through unique partnerships and ventures.

Attar's reputation as a consummate professional, a keen businessman and fierce advocate for his clients transformed the sport of MMA when he negotiated the largest revenue-generating combat sports event in history with Mayweather vs McGregor.

"It is an honor to partner with a health organization that is transforming the future of cancer and diabetes care through innovative research and leading-edge treatment. I am thrilled to be a part of the 25th annual Fight for Life boxing event benefiting City of Hope," Attar said. "I look forward to seeing two of the nation's finest law enforcement agencies battle it out to raise money for City of Hope's research and feel incredibly honored to be this year's Gloves of Hope Award recipient." Sheriff Villanueva and Chief Moore will jointly present the Gloves of Hope Award to Attar between matches during the event.

Fight for Life was started by a group of dedicated L.A. County Sheriff's deputies as a way to provide hope and healing to their community. In November 1994, while patrolling in East Los Angeles, deputies encountered a young boy who had been diagnosed with cancer. The deputies were so touched by this boy's bravery that they befriended him and provided help to improve the quality of life for him and his family. And now, in memory of this boy, and to help others like him battling life-threatening illnesses, the deputies continue that commitment to improve the lives of patients and their families by supporting the work of City of Hope through the Fight for Life event.

For this year's Fight for Life, the fighter roster will be announced on Friday, November 1, 2019 with official weigh-in on Saturday, November 16, 2019. Tickets are now on sale:
<https://www.axs.com/events/382087/fight-for-life-tickets>. Pricing begins at \$40.

For sponsorship inquiries, contact Steve Scott, stscott@coh.org.

Sunday, Nov. 17, 2019 | 4 – 7 p.m.
The Novo | L.A. LIVE
800 W. Olympic Blvd. | Los Angeles, CA 90015

For all media inquiries and coverage requests: Diana Bianchini, Di Moda Public Relations, diana@dimodapr.com, 310-288-0077 or Zen Vuong, City of Hope media relations, zvuong@coh.org, 626-409-9367.

About City of Hope

City of Hope is an independent biomedical research and treatment center for cancer, diabetes and other life-threatening diseases. Founded in 1913, City of Hope is a leader in [bone marrow transplantation](#) and immunotherapy such as [CAR T cell therapy](#). City of Hope's translational research and personalized treatment protocols advance care throughout the world. Human synthetic insulin and [numerous breakthrough cancer drugs](#) are based on technology developed at the institution. A National Cancer Institute-designated comprehensive cancer center and a founding member of the National Comprehensive Cancer Network, City of Hope is the highest ranked cancer hospital in the West, according to U.S. News & World Report's Best Hospitals: Specialty Ranking. Its main campus is located near Los Angeles, with [additional locations](#) throughout Southern California. For more information about City of Hope, follow us on [Facebook](#), [Twitter](#), [YouTube](#) or [Instagram](#).

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