

**BY:** Senator GRIFFO

**HONORING** Fred Sternburg upon the occasion of his induction into the International Boxing Hall of Fame and Museum

**WHEREAS,** It is the sense of this Legislative Body to acknowledge outstanding professionals in the boxing industry who distinguished themselves through their exceptional performance, attaining unprecedented success and the highest level of personal achievement; Fred Sternburg is one such individual and his life of achievements inspired others and contributed to the respect and admiration of the sport of boxing; and

**WHEREAS,** Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to honor Fred Sternburg upon the occasion of his induction into the International Boxing Hall of Fame and Museum; inductees will be honored at the 35th Anniversary celebration from June 6-9, 2024, in Canastota, New York; and

**WHEREAS,** Born in Washington, D.C. on August 10, 1958, Fred Sternburg grew up in the suburb of Bethesda, Maryland; and

**WHEREAS,** After graduating from Syracuse University with degrees in advertising and political science, Fred Sternburg interned for Sugar Ray Leonard's legendary publicist Charlie Brotman and learned the ins and outs of sports and entertainment publicity; with Brotman, he worked several Leonard bouts, including the 1987 super fight with Marvelous Marvin Hagler, as well as three Riddick Bowe matches; and

**WHEREAS,** Fred Sternburg ultimately became vice president before departing in July 1998 to handle publicity duties for boxing promoter America Presents; he went on to launch the Denver-based Sternburg Communications in 2002; his standout clients include, Manny Pacquiao, Simon Brown and Hall of Famers Winky Wright, "Sugar" Shane Mosley, Oscar De La Hoya and Diego Corrales; and

**WHEREAS,** Highly respected for his unique ability to creatively put his clients out in the media for maximum exposure, Fred Sternburg was the 2004 recipient of the Boxing Writers Association of America Marvin Kohn Good Guy Award; and

**WHEREAS,** Furthermore, Fred Sternburg's current clients include Callum Walsh, Gennadiy Golovkin, Jim Lampley, Freddie Roach and PPV.COM; and

**WHEREAS,** Fred Sternburg clearly contributed to the spirit of excellence which is a tradition of the International Boxing Hall of Fame; and

**WHEREAS,** It is the sense of this Legislative Body that when individuals of such outstanding accomplishments are brought to our

attention, they should be recognized by all the citizens of this great Empire State; now, therefore, be it

**RESOLVED,** That this Legislative Body pause in its deliberations to honor Fred Sternburg upon the occasion of his induction into the International Boxing Hall of Fame and Museum; and be it further

**RESOLVED,** That a copy of this Resolution, suitably engrossed, be transmitted to Fred Sternburg.