



LONSDALE SIGNS HEAVYWEIGHT DAVID PRICE

Iconic British boxing brand, Lonsdale, announces a new sponsorship agreement with British heavyweight David Price. Price trains and fights using Lonsdale boxing equipment and Lonsdale apparel.

The 28 year old, 6ft 8ins boxer capped a successful amateur career with a bronze medal at the Beijing Olympics and is currently unbeaten as a professional. Price's next fight is scheduled for 21st January in his hometown of Liverpool against John McDermott in the British heavyweight final eliminator clash.

According to Sunny Singh, Lonsdale's Head of Sports Marketing, "We look forward to supporting David as he punches his way to even more heavyweight success in Lonsdale clothing and equipment."

Throughout its illustrious 50 year boxing history Lonsdale has been associated with many of boxing's greats including Muhammad Ali, Sir Henry Cooper and more recently Joe Calzaghe, Ricky Hatton and Carl Froch.

To find out more about this great British brand and its fitness and boxing clothing and equipment product ranges go to www.lonsdale.com




ABOUT LONSDALE

Firmly established as the leading brand of British boxing equipment and clothing, Lonsdale is steeped in over 50 years of fight history. From humble London origins the Lonsdale brand quickly became the hallmark of boxing champions throughout the world, with its legendary quality and authenticity.

It is no coincidence boxing legends Muhammad Ali, "Marvellous" Marvin Hagler, Lennox Lewis, Mike Tyson, Joe Calzaghe and Ricky Hatton have all trained and fought in Lonsdale.

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