

2023-J1708

Senate Resolution No. 1708

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.