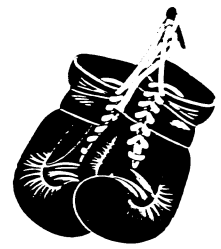


## *Ring 44 Inductee*

# KELLY SWANSON



Kelly Swanson has over 25 years of experience in the sports industry, having spent 10 years at a prominent New York City-based sports public relations agency prior to opening her own firm, Swanson Communications, in 1997. Kelly's experience developing and implementing full-scale public relations and marketing campaigns, multi-tiered corporate promotions and award-winning events is unparalleled.

Over the years, Kelly's knowledge and leadership in the boxing industry has led to Swanson Communications role as the most reputable agency in the sport for nearly two decades. From the most lucrative pay-per-view (PPV) event in history, Mayweather vs. Pacquiao in May 2015, to previous PPV record-breakers, De La Hoya vs. Mayweather in 2007 and Mayweather vs. Canelo in 2013, the creative execution of PR campaigns for these multi-million dollar revenue generating events played an integral role in producing the most successful sporting events of all time. Her passion for her craft, coupled with a love of the game, has fueled her success. In addition, Kelly's unique sports background, coupled with her small business savvy, has led her to success with non-profit, professional athlete and corporate clients.

Kelly is a native of North Buffalo and attended Buffalo Seminary before receiving her undergraduate degree from the University of Vermont. Growing up with three brothers who she played and watched sports with ingrained in her the love of sports and in particular boxing.

Swanson's clients read like a Who's Who of boxing greats. From World Heavyweight champion Riddick Bowe to Oscar De La Hoya to Bernard Hopkins to Floyd Mayweather, Jr. With those star power names you would think she would be intimidated by the male oriented sport. Words from Bernard Hopkins will put that to rest: "Kelly doesn't take nothing from anybody. She puts reporters in their place when they need it, and keeps fighters in line. Everybody respects her, she's tough and she is a pro."

Kelly has not forgotten her roots as she is a big Buffalo Bills fan and hopes someday to bring boxing back to Buffalo.

Tonight Ring 44 is honored to induct Kelly Swanson into the Buffalo Boxing Hall of Fame.