

Betway sponsors Froch vs. Groves rematch

10 March 2014: Betway, the leading international online betting and casino company, has signed a title sponsorship agreement with Matchroom Sport for the hugely anticipated rematch between Carl 'Cobra' Froch and 'Saint' George Groves, which will take place at Wembley Stadium connected by EE on May 31st.

Froch, the defending WBA and IBF super-middleweight champion, will put his titles on the line against Groves, who pushed the pre-fight favourite to the limit in their brutal first bout at the Phones 4 U Arena in Manchester last November. Groves was leading on the scorecards of all three judges at ringside before Froch forced the stoppage in the ninth round under controversial circumstances.

The event, is anticipated to smash UK boxing attendance records with an estimated 65,000 fans expected to witness these two iconic fighters settle their bitter rivalry live at 'the Venue of Legends', Wembley Stadium, while millions more will be watching via Sky Sports Box Office in the UK, and television broadcast worldwide.

Bob Dutnall, Executive Director at Betway, said: "The eyes of the boxing world will be glued to Froch versus Groves II. This is undoubtedly one of the biggest fights in British boxing history, with a rivalry, strength, and focus that has not only captured the attention of avid boxing fans, but has stirred the interest of sports fans around the world. Anything is possible, and for us, it's the thrill of the unexpected that will drive the excitement of this bout. This sponsorship is another step in our developing commitment to supporting world class sporting action and reinforces our position as one of the pre-eminent brands in online sports betting. We are delighted to be working alongside Matchroom Sport to help showcase this fantastic event."

Matchroom Sport Managing Director Eddie Hearn said: "Froch and Groves have one of sport's greatest rivalries, set even to top that of the legendary Nigel Benn and Chris Eubank. I'm delighted to have secured Betway as our title sponsor for this fascinating rematch, which is setting light to the world of boxing. We are bringing a great card of action to Wembley Stadium, showcasing that the art of pugilism still has the capacity to capture the imagination of audiences across the globe."

Betway has further extended its partnership with Matchroom Sport's boxing promotions by signing on as title sponsor for its 'Mersey Beat - Bellew v Brudov' event, scheduled for the 15th March at the Echo Arena in Liverpool. With VIP tickets already sold out and live match coverage on Sky Sports, the event is highly anticipated and features International Cruiserweight action with Tony Bellew taking on Valery Brudov.