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Pacquiao perked up for big fight by Organo Gold

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By Eoin Connolly

Manny Pacquiao has agreed a deal with Organo Gold ahead of his world welterweight title fight with Timothy Bradley.

The Filipino boxing legend, 35, will wear the gourmet coffee brand's logo on his clothing in press activities and at the weigh-in ahead of his rematch with the American WBO champion in Las Vegas on 12th April.

"In the boxing, political and community arenas, Manny leads by example," said Organo Gold co-founder and global master distributor Shane Morand. "The fact that he chose Organo Gold is testament to the fact that we are a global company making a global impact."

Top Rank Boxing scores big with PS4

Organo Gold founder and chief executive Bernado Chua said Pacquiao "personifies" the "generation, mission and lifestyle" of the Vancouver-headquartered company, which "is the next generation of direct selling — a minority-owned and operated global company that leverages this new age of entrepreneurism".

Pacquiao lost on a hugely contentious split decision in his first bout with Bradley at the MGM Grand in Las Vegas in June 2012.