

1win Welcomes Canelo Alvarez as Brand Ambassador Amid His Pursuit to Reclaim Super Middleweight Supremacy

Category: Business

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1win proudly announces its new global partnership with boxing superstar Canelo Alvarez. The news comes as Alvarez gets ready to face undefeated contender William Scull in a bout for the IBF super middleweight title.



1win Welcomes Canelo Alvarez As Brand Ambassador

Canelo Alvarez already holds the WBA, WBC, and WBO belts. A win over Scull would make him reclaim the IBF belt and become the undisputed champion in his division.

With this deal, lwin steps into Canelo's corner not just as a sponsor but as a long-term partner. Both sides say the partnership is built on shared values like discipline, performance, and pushing limits in sport.

"When we talk about champions, we talk about people like Saul Alvarez! A fighter who went from a farm near Guadalajara to the absolute top of world boxing. 60 wins, titles in four weight divisions – and still hungry for more. A legend in and out of the ring-and now, the official ambassador of lwin," said the **Owner and CEO of lwin in his statement posted on Telegram.***"Not just because he's a legend, but because his mindset-focus, discipline, drive-is exactly what we believe in. The fight on May 3 will mark a new chapter in his journey-and I'm proud that we'll be writing it together."*

Alvarez himself shared his excitement about the new collaboration on his social media, saying, *"I am proud to announce my official partnership with lwin-a global brand established for champions. Just like in boxing, success takes focus, strategy, and passion-and lwin brings that same winning energy. Get ready for exclusive content, exciting challenges, and big surprises!"*

Alvarez [joins lwin's growing roster of global](#) ambassadors, including cricket star David Warner and actor Johnny Sins. Earlier in April 2025, the brand collaborated with MMA icon Conor McGregor, reaffirming its commitment to engaging with the worlds top talents across sports and entertainment.

About lwin

Founded in 2016, lwin has grown into a major player, operating across Asia, Europe, the CIS, Latin America, and Africa. The platform offers a wide range of services adapted to regional audiences. In 2024, lwin partnered with [cricket legend](#) David Warner and actor Johnny Sins as its brand ambassadors.

