De La Hoya, Oscar (1972-) Encyclopedia Article

De La Hoya, Oscar (1972-)

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De La Hoya, Oscar (1972—)

Nicknamed "The Golden Boy" for his Olympic boxing achievement during the 1992 Summer Games, Oscar De La Hoya promised his dying mother that he would win the gold medal for her and did just that. He then turned pro and cashed in on his amateur fistic glory. The only fighter campaigning below heavyweight to command eight-figure purses since Sugar Ray Leonard, De La Hoya's appeal crossed over from mostly male boxing fans to women attracted by his charm and good looks. Guided with savvy by promoter Bob Arum, De La Hoya became one of America's richest and best-known athletes even before taking on any of the world's best young fighters. In addition to exploiting the markets that Leonard did before him, De La Hoya also has a huge Latin American fan base as a result of his Mexican American heritage. His willingness to engage opponents in exciting fights makes him a television favorite as well.