

FOR IMMEDIATE RELEASE
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Bold For Muhammad Ali at Celebrity Fight Night XIII **Bold For Men Among Sponsors for the Celebrity Fight Night XIII Celebrity Gift Bag**

(Dallas, TX) – Bold For Men, the innovative developer of the *Dry Shave™* gel, today announced that the company's product will be included in the exclusive 30 Celebrity Gift Bags at the Muhammad Ali Celebrity Fight Night XIII, on Saturday March 24 at the J.W. Marriot Desert Ridge Resort & Spa in Phoenix, Arizona.

Recognized as one of the nation's elite charity events, Celebrity Fight Night is a star-studded evening presented in honor of its featured legendary guest Muhammad Ali, to benefit the Muhammad Ali Parkinson Center at Barrow Neurological Institute as well as other worthy charities. Celebrities and professional athletes from all over the country participate in a night filled with incredible Live Auction items and live musical performances by many of today's brightest stars.

In addition to the charity event several honorees will be recognized for their achievements this year. Oscar nominated and Golden Globe winning actress Sharon Stone will be awarded the "Muhammad Ali Humanitarian Award". Donald Trump will be honored with the "Muhammad Ali Entrepreneur Award." Local two-time NBA MVP Steve Nash of the Phoenix Suns will be receive the "Muhammad Ali Sports Achievement Award." And NFL Hall of Fame quarterback John Elway will be awarded the "Muhammad Ali Sports Legend Award."

Bold For Men's luxuriously bold *Dry Shave™* make it a natural fit for this year's Celebrity Fight Night Gift Bag. The *Dry Shave™* is a unique non-foaming shaving gel designed for use on 'dry' rather than 'wet' skin. No water, no foam, no mess - Just wet the razor! Its formulation consists of a combination of silicone and humectants that provide a lubricating layer to protect against nicks and cuts. It also includes a blend of antiseptic and anti-irritant essential oil extracts that promote healing and protect the skin.

The new *Dry Shave™* gel (4 oz., \$20.00) is currently available at <http://www.boldformen.com>. Products are available through select men's fashion/ grooming retailers in the US and internationally.

About Bold For Men

Bold For Men specializes in the development of specialty skincare for head-shaving men. All products are produced in a FDA registered facility and are not tested on animals. Product information is available at <http://www.boldformen.com>.

About Celebrity Fight Night

Celebrity Fight Night Foundation is a non-profit organization that was founded in 1994 by Jimmy Walker and has been supporting the Muhammad Ali Parkinson Center at Barrow Neurological Institute in Phoenix, as well as several other worthy charities. Visit <http://www.celebrityfightnight.org> to learn more.

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