

## NRPR Strengthens Client Roster with 3x World Boxing Champion "Sugar" Shane Mosley and Shane Mosley Jr.

*Company also Named Agency of Record for New Comedy Series, The Adventures of Velvet Prozak, Starring Saige Walker and America's Next Top Model Winner, Nicole Fox*

**October 28, 2014 – Beverly Hills, Calif. – [NRPR Group LLC](#)** (NRPR) the PR and social media agency bridging the gaps between multiple industries, is proud to announce its newest clients: "Sugar" Shane Mosley and son Shane Mosley Jr., as well as 33 Entertainment's new comedy series "The Adventures of Velvet Prozak."

Already handling publicity for high-quality fitness bag company, Fitmark Bags, NRPR takes another step in the direction of sports publicity with "Sugar" Shane Mosley and Shane Mosley Jr. "Sugar" Shane Mosley won championships in three separate weight classes, and in both 2000 and 2001, he was named "The Ring" pound for pound best fighter in the world, among other accolades. He now trains his son, Shane Mosley Jr. who just began his professional boxing career this year. NRPR Group will take on the responsibility of all the publicity for the boxing legend, his business ventures and his son.

"Team Mosley has a lot of great things coming out from their camp and we're excited to be part of the building process," said Rodrigues. She described the Mosley's as very "good" guys who bring pride and passion to the art of boxing. Shane Mosley Jr. won his first two professional fights to start his career under the guidance and training of this father. He hopes to continue his success and NRPR will help get him publicity along the way.

A perfect fit for the Mosley's Legacy team, NRPR founder and CEO Nicole Rodrigues is a product of a great boxer herself. Her father, Julio Rodrigues Jr., was a professional boxer and the first Golden Gloves winner out of Hawaii in 1976.

Additionally, new comedy series, [The Adventures of Velvet Prozak](#), and the series creator, Saige Walker, have been added the client roster. After organizing a successful launch event at the Sofitel Hotel in Beverly Hills, Walker has chosen team NRPR to handle all series and personal PR, to build anticipation for the series prior to it's official release.

"After observing Nicole's track record for success in various campaigns across the PR spectrum and the upmost respect and concern she has for each client, it was an easy decision for me to hire Nicole to handle all of our publicity needs" – Saige Walker CEO and founder of 33 Entertainment Group. "Observing the time and effort she puts into every aspect of an event, is something truly remarkable and extraordinary. Her team handled the launch event for The Adventures of Velvet Prozak with energy and efficiency. I'm looking forward to our future with NRPR Group."

NRPR are extremely proud they have signed such heavy hitters to their roster and they continue to look forward to growing more.

The ability to brand and publicize clients, with a holistic approach that includes strategic messaging, thoughtful branding and social media, is what will continue to set apart NRPR from other Los Angeles-based PR firms.

### **About NRPR Group, LLC.**

NRPR Group is not your typical public relations and social media marketing agency. We're a group of hybrid publicists, content creators, strategic marketers, and creative minds. We're changing the PR game and our clients are reaping the rewards. We're passionate about bridging the gaps between multiple elements of the entertainment industry, including talent, television,

film, sports and music; with clients in the technology and lifestyle industries. We cater to companies of any size. From start-up to grown up, we help companies reach their business objectives through our creative services. For more information, visit us at <http://www.nrprgroup.com>

### **About Sugar Shane Mosley**

“Sugar” Shane Mosley is known as one of boxing’s most accomplished performers. Mosley is a World Champion in three separate boxing weight classes: lightweight, welterweight, and super welterweight, with a professional record of 46-8-1 (39 KO's). These accomplishments paved the way for his notoriety as a boxing legend. The California native emerged from obscurity by earning the title of undisputed champion of the lightweight division on August 2, 1997. After becoming a champion in the lightweight division he sought out challengers in higher weight classes to become a champion in the welterweight and super welterweight divisions.

Through his decorated career as a boxer, Mosley has fought and defeated some of the most recognizable names in the sport, including Oscar De LaHoya (twice), Antonio Margarito, Fernando Vargas, Ricardo Mayorga and many more. He has also gone toe-to-toe with world-renowned boxing champions such as Manny Pacquiao, Floyd Mayweather Jr., and Miguel Cotto. In 2000 and 2001 he was “The Ring” pound for pound best fighter in the world. World Boxing Hall of Fame selected him as “Fighter of the Year” in 2000. He was also given the same honor from Boxing Writers Association of America 1998. Shane announced his retirement in 2013 but still trains just as hard as ever.

### **About Shane Mosley Jr.**

Shane Mosley Jr. rounds out the third generation in a family of boxing legends. As the eldest son of three-time World Champion, “Sugar” Shane Mosley, Jr. has been following boxing since the age of two. He has two knockouts in his professional career, both happening in less than two minutes. His current professional record is 2-1. Shane is a role model for young athletes and maintains a work hard, train harder mentality. He has plans to be a world champion and trains that way each day. He is proudly carrying on the family name & legacy by making his individual mark in the sport. Shane was born and raised in Pomona, California and graduated from Bonita High School in La Verne, California.

### **About The Adventures of Velvet Prozak**

“The Adventures of Velvet Prozak” is a brand new comedy series starring Saige Walker and Andy Milonakis. The series is based around Bartholomew Fogglehorn (Saige Walker), a twenty-two year old actor who moves to Hollywood with dreams of becoming a star. Barth escapes his life of Murphy’s Law by disappearing into his own elaborate, movie star adventures and music video style fantasies through his alter ego, Velvet Prozak. When Barth takes action and embarks on his alter ego’s adventures he discovers a whimsical world that’s more wild and zany than he could have ever imagined. It’s a parody of Hollywood with the theme - anything that can go wrong in Hollywood, DOES go wrong. [www.velvetprozak.com](http://www.velvetprozak.com)

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