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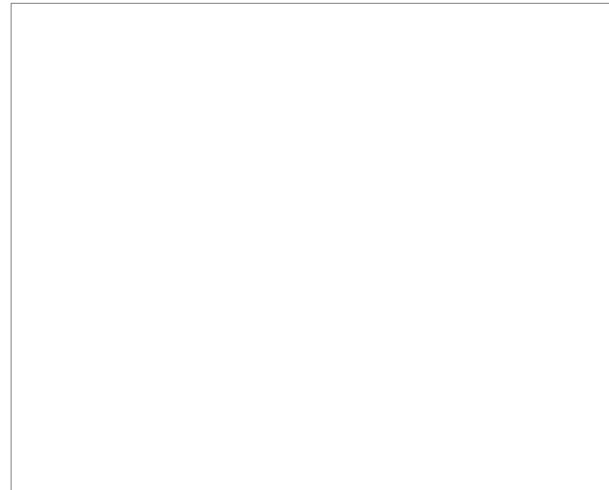
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## Transcript

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### WPVI-PHI (ABC) -- Prime Time Weekend

**WPVI 2/2/2008 7:24:40 PM:** ...>> he is the first african-american athlete to be himself, to be respected, celebrated globally and to have that reputation for the long term. it was robinson was the first one that set it up for other athletes. >> reporter: ken is a professor at the **Wharton School** at the university of pennsylvania and former member of the olympic committee and he has written a new book being sugar way, the life of sugar ray robinson. >> sugar ray robinson in terms of what we recognize now, we think about hike inial scord don, any of the athletes of today that are successful, a lot of them are african-americans, i would said we see the ratings on which athletes receive the most endorsements, tiger woods, serena williams, african-americans have reached this highest level. and sugar ray robinson set it up. >> and he set it up with the mazing stats in boxing history. >> reporter: the 202 bouts that sugar ray had over the course of his career that number in fielts is more than all than joe lewis combined. you can throw sugar ray leonard in there, as well. robinson's fight 202 times. >> he was taking care of business, not just inside the ring. >> at the height of his career, sugar ray owned nearly a city block of businesses in harlem. he set up these businesses while he was at the height of his career and the restaurant would have celebrities like milton burell, frank sanatra. so he understood the valley that he had. >> he was one of the first african-american athletes to cross over into mainstream america that was a segregated nation. >> he did appear on the cover of time magazine and tried to pinpoint what other of a cane americans were on the cover of time magazine. it was neat that he did so. the other was that, whenever he thought, despite what would exceed the ratings of the top rated television show in the 18950s, the show, i love lucy....



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