

Greatness Is Contagious: Tony Deoleo Honors the Legacy of His Brother Aquiles and Manny Pacquiao

From the Training Camps and Inner Circle of a Legendary Champion to a Worldwide Entrepreneurial Mission — How Being Around Greatness Transformed Tony Deoleo's Vision, Accelerated His Purpose, and Inspired Him to Build a Legacy of Impact



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From Training Camps and Private Gatherings With a Legendary Champion to a Worldwide

Entrepreneurial Mission—How Proximity to Greatness Helped Transform Tony Deoleo’s Vision, Purpose, and Commitment to Impact

For more than a decade, Tony Deoleo, The Fighting Entrepreneur™, and his queen, Lorie Deoleo, were privileged to know and spend meaningful time with legendary boxing champion Manny Pacquiao and members of his team through Tony’s late brother and great friend, Aquiles.

Aquiles, who served as Manny Pacquiao’s social media manager, was much more than a professional connection. He was Tony and Lorie’s great friend, a beloved brother, a trusted protector, and an extraordinary human being whose character and kindness left a lasting impression on everyone fortunate enough to know him.

Before reflecting on Manny Pacquiao’s extraordinary legacy, Tony believes it is important to first honor Aquiles—the man who created a bridge between friendship, family, and some of the most unforgettable experiences of Tony and Lorie’s lives.

Through Aquiles, Tony and Lorie experienced Manny Pacquiao from a perspective far beyond that of spectators or fans. They had the opportunity to witness the champion not only in the public spotlight, but also in personal settings where character, humility, generosity, and relationships came to the forefront.

From training camps and lunch and dinner gatherings to private meetings and countless memorable moments with Manny and his team, Tony witnessed a side of the legendary champion that few people have the opportunity to experience.

Among those memories were long chess games in the living room of Manny’s Beverly Hills home, surrounded by Manny and members of his team.

Those moments gave Tony a different understanding of what greatness truly looks like.

BEYOND THE CHAMPION

To Tony, Manny Pacquiao represented far more than an extraordinary athlete and boxing champion.

He witnessed a man who was kind, humble, approachable, generous, and deeply committed to the people around him.

Manny made time for his friends, family, and team. He shared what he had, helped people in need, and consistently demonstrated a commitment to giving back.

There are countless acts of generosity Manny has performed that may never receive public recognition or media coverage. Tony believes that those private acts of service are among the qualities that make Manny’s legacy particularly meaningful.

As a philanthropist and entrepreneur, Tony has come to appreciate that true greatness is not defined solely by accomplishments, wealth, fame, or recognition.

It is also defined by how a person treats others and how willingly they use their influence and resources to make a difference.

AQUILES: A BROTHER WHO MADE A DIFFERENCE

Aquiles was an extraordinary human being whose loyalty, compassion, courage, and willingness to serve others left a profound impression on Tony, Lorie, their family, and many others whose lives he touched.

One of the memories Tony will always treasure occurred when Lorie traveled with her mother, Nanay Hellen, to Manny Pacquiao's home province of General Santos in the Philippines.

Aquiles and his team personally looked after them and provided protection and assistance throughout their time in the area.

Nanay Hellen had the opportunity to meet Aquiles and experience firsthand the qualities that defined him: caring, humble, protective, loyal, and willing to help others.

For Tony, that gesture will never be forgotten.

Aquiles took care of two of the most important women in Tony's life—his queen, Lorie, and his mother-in-law, Nanay Hellen.

To Tony, that was far more than an act of protection.

It was an expression of friendship, loyalty, brotherhood, trust, and love.

Aquiles helped create a connection through which Tony and Lorie were able to experience Manny Pacquiao's world and greatness in a deeply personal way.

But the greatest gift Aquiles gave them was not access or proximity to a champion.

It was trust, friendship, unforgettable memories, and a bond that became part of their family's story.

WHEN GREATNESS BECOMES AN INSPIRATION

Being around Manny Pacquiao's greatness and experiencing Aquiles' extraordinary heart profoundly influenced Tony Deoleo.

Those experiences helped shape his understanding of entrepreneurship as something much larger than financial achievement.

They reinforced his commitment to becoming a better entrepreneur, leader, philanthropist, and servant of humanity.

Tony believes that success should ultimately be measured not only by what a person builds or accumulates, but also by who they help, how they serve, and the legacy they leave behind.

For Tony, greatness is not simply something to admire from a distance.

Greatness is something to develop, embody, and share.

He believes that every human being possesses unique gifts, talents, experiences, and potential. The challenge is to make the conscious decision to develop those gifts and use them to create meaningful change.

That philosophy has become an integral part of Tony Deoleo's worldwide entrepreneurial mission.

Fight for Greatness.

Build for Impact.

Give. Give Back. Serve Humanity.

Leave a Legacy Bigger Than Yourself.

A LEGACY THAT LIVES ON

Although Aquiles is no longer physically present, his kindness, loyalty, courage, friendship, protection, and love continue to live through the people whose lives he touched.

Tony Deoleo remains deeply grateful for the role Aquiles played in his life, Lorie's life, and the life of their family.

The memories created through Aquiles and Manny Pacquiao became much more than moments in the past.

They became lessons.

Lessons about greatness, humility, loyalty, friendship, family, service, courage, and giving back.

Tony carries those lessons forward through his entrepreneurial journey and his continued commitment to creating positive impact around the world.

In honoring Aquiles, Tony also honors the example of a man who understood that true strength is not simply measured by what you can accomplish for yourself, but by what you are willing to do for others.

A FINAL TRIBUTE TO AQUILES

Thank you, Aquiles, for taking care of Tony's queen and Nanay Hellen.

Thank you for your friendship.

Thank you for your loyalty.

Thank you for your protection.

Thank you for your brotherhood.

Thank you for your heart.

Your physical presence may be gone, but your legacy continues through every life you touched and every memory you left behind.

Your impact continues.

Your love continues.

Your legacy continues.

Until we meet again, brother.

TONY DEOLEO

The Fighting Entrepreneur™

Fight for Greatness. Build for Impact. Serve Humanity.

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#TheFightingEntrepreneur #TonyDeoleo #MannyPacquiao #Aquiles #RIPAquiles
#GreatnessIsContagious #Philanthropy #GivingBack #ServeHumanity #GlobalImpact
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