

Boston Business Journal

LATEST NEWS

December 12, 2002

MassMutual sponsors sports-photo exhibit

Boston Business Journal

Financial-services giant MassMutual Financial Group is sponsoring a national photography exhibition that opened Thursday at the Springfield Museum of Fine Arts.

The exhibition of 139 color and black-and-white photographs is titled "Game Face: What Does a Female Athlete Look Like?" It has been organized by New York City-based Game Face Productions and sponsored by MassMutual Financial Group, including OppenheimerFunds Inc.

Earlier this year, MassMutual and its OppenheimerFunds affiliate commissioned a study titled "From the Locker Room to the Boardroom: A Survey on Sports in the Lives of Women Business Executives" with Game Face Productions, a 501(c)(3) not-for-profit organization.

Among other findings, the study revealed that more than four out of five executive businesswomen had played sports growing up, and two-thirds currently participate in sports or exercise regularly.

The Springfield showing — the only New England venue scheduled during the exhibition's five-year national tour — of the exhibition is sponsored locally by the Springfield-based Novak Financial Group.