For Immediate Release

November 4, 2021

**RED SOX, GREATER NEW ENGLAND MINORITY SUPPLIER DEVELOPMENT COUNCIL, AND FENWAY SPORTS   
MANAGEMENT TO HOST MINORITY BUSINESS DEVELOPMENT FORUM NOVEMBER 15 AT FENWAY PARK**

*Hybrid Event Will Feature Sports Executives, Connecticut State Treasurer   
Shawn Wooden, and Discussions on Economic Inclusion, Doing Business with   
Sports Organizations, and Access to Capital*

**BOSTON, MA –** On Monday, November 15, the Boston Red Sox, the Greater New England Minority Supplier Development Council (GNEMSDC), and Fenway Sports Management (FSM) will host a minority business development forum featuring executives from several local sports organizations and Connecticut State Treasurer Shawn T. Wooden. Red Sox Hall of Famer David Ortiz will also participate in the forum as a special guest. The event, held from 9 a.m. to 1 p.m., may be attended in person at Fenway Park or virtually.

A panel of executives from the Red Sox, Celtics, Bruins, and the Boston Athletic Association (BAA) will discuss business needs and practices specific to sports organizations. GNEMSDC will moderate discussions with representatives from the banking and economic development sectors, and Donna Latson Gittens, CEO and founder of MORE Advertising, will conduct interviews with Treasurer Wooden and Big Papi Ortiz.

Registration for the event is open now for limited in person attendance in Fenway Park’s State Street Pavillion and for unlimited virtual viewing by visiting [minoritybusdevel.eventbrite.com](http://www.minoritybusdevel.eventbrite.com).

**About GNEMSDC**: The Greater New England Minority Supplier Development Council (GNEMSDC) advances business opportunities for certified Asian, Black, Hispanic and Native American business enterprises and connects them to corporate members. One of the region’s leading corporate membership organizations, GNEMSDC was incorporated in 1975 to provide increased procurement and business opportunities for minority businesses of all sizes. GNEMSDC is an affiliate of the National Minority Supplier Development Council. GNEMSDC is one of the 24 regional councils represented across the US territories. GNEMSDC serves the six (6) New England States: Massachusetts, Connecticut, Rhode Island, Maine, New Hampshire, and Vermont. GNEMSDC is also the operator of the Massachusetts Minority Business Development Agency (MBDA) Business Center that services the Greater New England area. The Center’s primary activities on behalf of MBEs include Business Development and Capacity Building.

**About Fenway Sports Management**

Fenway Sports Management (FSM) is a global sports marketing firm that specializes in partnership sales, consulting, and the creation of unique and memorable events and experiences. The company serves as the sponsorship sales arm for Fenway Sports Group (FSG), the parent company of the Boston Red Sox, Liverpool Football Club, New England Sports Network (NESN), Roush Fenway Racing, and Fenway Sports Group Real Estate (FSGRE). In addition to representing FSG’s network of properties, FSM also serves as the exclusive marketing agency for LeBron James through a strategic partnership with LRMR Ventures.

Outside of sponsorship sales, FSM serves as the sports marketing agency to several brands, advising them on how to use sports as a platform to realize their business goals through a variety of services including strategy development, negotiation, and activation. The firm is also an industry leader with its Special Events practice which creates, plans, executes a broad spectrum of unique sports and entertainment events that range from large-scale, public events at iconic sports venues, to private, corporate events.

[**--RED SOX--**](http://www.mhsf.us/)