



BOSTON, MA (January 20, 2022) – The Boston Pride announced today a new partnership with The Seyon Group (Seyon), which will serve as the team’s Leadership Development Partner for the 2021-2022 and 2022-2023 seasons. A fast-growing industrial real estate investment firm based in Boston, Seyon will be visible at all home games and will work with Pride staff to create unique professional development events for the area’s aspiring female leaders.

“What makes this partnership so exciting is that the leadership team at Seyon views The Pride as a great sports franchise and, further, as a valuable leadership development platform,” said Pride President Colleen Coyne. “They are committed to developing and hiring strong female leaders and they see our organization as a source rich with potential. This aligns perfectly with our mission, and I believe Seyon will serve as a model for what it means to partner with the Boston Pride.”

For Seyon, this partnership reflects a continued focus on diversifying its candidate pool. The firm, which launched in January of 2017, has seen its portfolio grow in less than five years to more than 50 properties representing \$850 million of equity under management. Seyon believes the key to continued growth and long-term success is building a strong, innovative team and creating a culture that values diversity and equity.

“Our partnership with the Boston Pride underscores Seyon’s commitment to address the gender gap that exists today in the commercial real estate industry,” said Andrew Iglowski, Managing Partner at Seyon. “The Pride is a championship organization that is comprised of elite female leaders, and one of our long-term goals as an organization is to provide them with a pathway to a rewarding career beyond hockey.”

Bryan Blake, Managing Partner at Seyon, added, “Seyon is thrilled to partner with The Pride. We view this collaboration as a stepping stone to open doors for qualified women, not only at Seyon, but within the commercial real estate industry as a whole by leveraging our network of similarly forward-thinking firms.”

The Boston Pride’s next home games are Saturday, January 22nd at 7:00PM and Sunday, January 23rd at 2:00PM, both at Warrior Ice Arena. For tickets visit pride.universitytickets.com.

About The Seyon Group

The Seyon Group is a boutique real estate investment firm that targets institutional quality investments within top-tier Northeast markets. Founded in January 2017 by Bryan Blake and Andrew Iglowski, Seyon works to identify the highest quality assets situated in strategic, difficult-to-replicate locations, frequently with a potential for higher future uses. By focusing on the extreme highest point of the quality spectrum, Seyon is a landlord to many leading e-commerce, logistics, and other high growth organizations that either prefer or require state-of-the-art logistics facilities.

Visit seyon.com for more information.

About The Boston Pride

The Boston Pride are a professional women’s hockey team that competes in the Premier Hockey Federation. All players are NCAA college graduates or an international equivalent. The team was established in 2015 and, to date, is the only 2-time Isobel Cup Champion. All home games are played at Warrior Ice Arena in Boston, MA.

For more information visit pride.premierhockeyfederation.com.

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