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Wharton gets \$5M gift for sports initiative

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The **University of Pennsylvania's** Wharton School said Friday that alumni Julie Taffet Moelis and Kenneth D. Moelis have made a \$5 million gift to the Wharton Sports Business Initiative.

The gift to the business school is one of the largest to support research on the business of sports.

Led by Wharton Professor Kenneth Shropshire, the Wharton Business Initiative is a collaboration among business leaders, Wharton faculty and students that generates and disseminates knowledge about the sports industry through educational programs, corporate partnerships, student consulting assignments, outreach and research.

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