

News Release

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Symetra Celebrates Climate Pledge Arena Launch with ‘Symetra Club’ Art Installation

‘Unique opportunity’ to connect Symetra brand, values with fans, customers and community

BELLEVUE, Wash. — (Oct. 25, 2021) — Symetra celebrated the opening of the groundbreaking Climate Pledge Arena at Seattle Center on Oct. 22 with the installation of a commissioned artwork portraying the Bellevue, Washington-based life insurer’s vision to “create a world where more people have access to financial freedom.”

Symetra SVP Trinity Parker joined Seattle artist Aramis O. Hamer to debut the expansive 6- by 9-foot acrylic on canvas painting in the arena’s 11,000 square foot Symetra Club event space. Symetra is the first founding partner of the Climate Pledge Arena and the Seattle Kraken, the NHL’s newest franchise. Home to the Kraken and the WNBA Seattle Storm, also a Symetra partner, the Climate Pledge Arena is the first net zero certified arena in the world.

“Symetra is thrilled to be part of this exciting new chapter for Seattle, for sports and entertainment, and for our brand,” said Trinity Parker, senior vice president, Marketing, Communications and Public Affairs.

“From the beginning, our partnership with the Climate Pledge Arena and Seattle Kraken has been grounded in our aligned values around diversity and inclusion and a shared commitment to community. We recognized the Symetra Club space offered us a unique opportunity to connect our values with fans and customers, and we wanted to share that opportunity with one of our community’s many gifted BIPOC artists. We think Aramis Hamer has created a bold, exciting expression of our vision.”

A rising star in the Seattle art community, Ms. Hamer is a self-taught visual artist and muralist whose subject matter is inspired by the cosmos, music, nature, divine femininity, and the complexities throughout the Black culture. Those themes are reflected in the vibrant Symetra Club piece, with visual references to its Pacific Northwest setting, the Kraken’s tentacles, and Symetra’s vision. “The prompt was: ‘What does financial freedom look like to me?’ I wanted to represent Mother Earth as this purple divine goddess. Behind her is the galaxy, my abstract representation of a financial spreadsheet, but I really wanted those lines to break to represent this idea of financial freedom,” explains Ms. Hamer. “What’s so powerful about all the partners—Climate Pledge Arena, Seattle Kraken and Symetra—all are demanding diversity. But they’re demanding it now because we demanded it first.”

Ms. Hamer talks more about how she approached the commission, the power of diversity, and her partnership with Symetra [here](#).

In addition to the Symetra Club, the Symetra brand is prominently showcased throughout the Climate Pledge Arena as well as the Kraken’s Northgate Ice Centre practice facility, appearing on the ice and dasher boards. In addition to Seattle Kraken and Seattle Storm games, the arena will host over 100 nights of live entertainment and music a year.

About Symetra

Symetra Life Insurance Company is a subsidiary of Symetra Financial Corporation, a diversified financial services company based in Bellevue, Washington. In business since 1957, Symetra provides employee benefits, annuities and life insurance through a national network of benefit consultants, financial institutions, and independent financial professionals and insurance producers. For more information, visit www.symetra.com.

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