

The Enterprise

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Bridgewater woman launches venture

■ BRIDGEWATER — **Janine Higgins** of Bridgewater, a former corporate sales and marketing consultant, announced the release of the new discount entertainment book she created: Boston Masspass. The directory, which contains discounts and special offers from 120 area merchants, is the first of its kind to cater to residents who live or work South of Boston.

It was created for schools, churches, sports teams and other non-profits to boost their fundraising efforts; they buy the books on consignment and profit from third party sales, while any unsold books are returned. Higgins received her master's degree in business administration from Suffolk University, and her bachelor of science degree in business from the University of Massachusetts in Amherst.