

# PLAY LIKE A GIRL

## A look into Women's Soccer in the USA

The United States won its third Women's World Cup in 2015, extending its quarter-century run of dominance in women's soccer.

The national team has never finished worse than third in the competition and has consistently ranked near the top of the worldwide rankings since FIFA started keeping such records in 2003. Four Olympic gold medals in five tries adds to the Americans' haul. Victory is normal. Losses are rare — and painful.

So, the obvious question is: Why are we so good at women's soccer? And it's especially notable considering the U.S. men's soccer team didn't even crack the top-10 ranking until 2005, and has since plummeted to 27th.

Experts say the U.S. wouldn't be the powerhouse it is today without Title IX — the law that prohibits discrimination on the basis of sex in federally funded education programs and activities.

"Before Title IX, girls and women didn't really have that many opportunities to play sports. Athletic scholarships were non-existent," said Neena Chaudhry, director of equal opportunities in athletics at the non-profit National Women's Law Center.

In the following years, a new generation of American female athletes, bolstered by Title IX opportunities, grew up on the soccer fields that their mothers hadn't been invit-

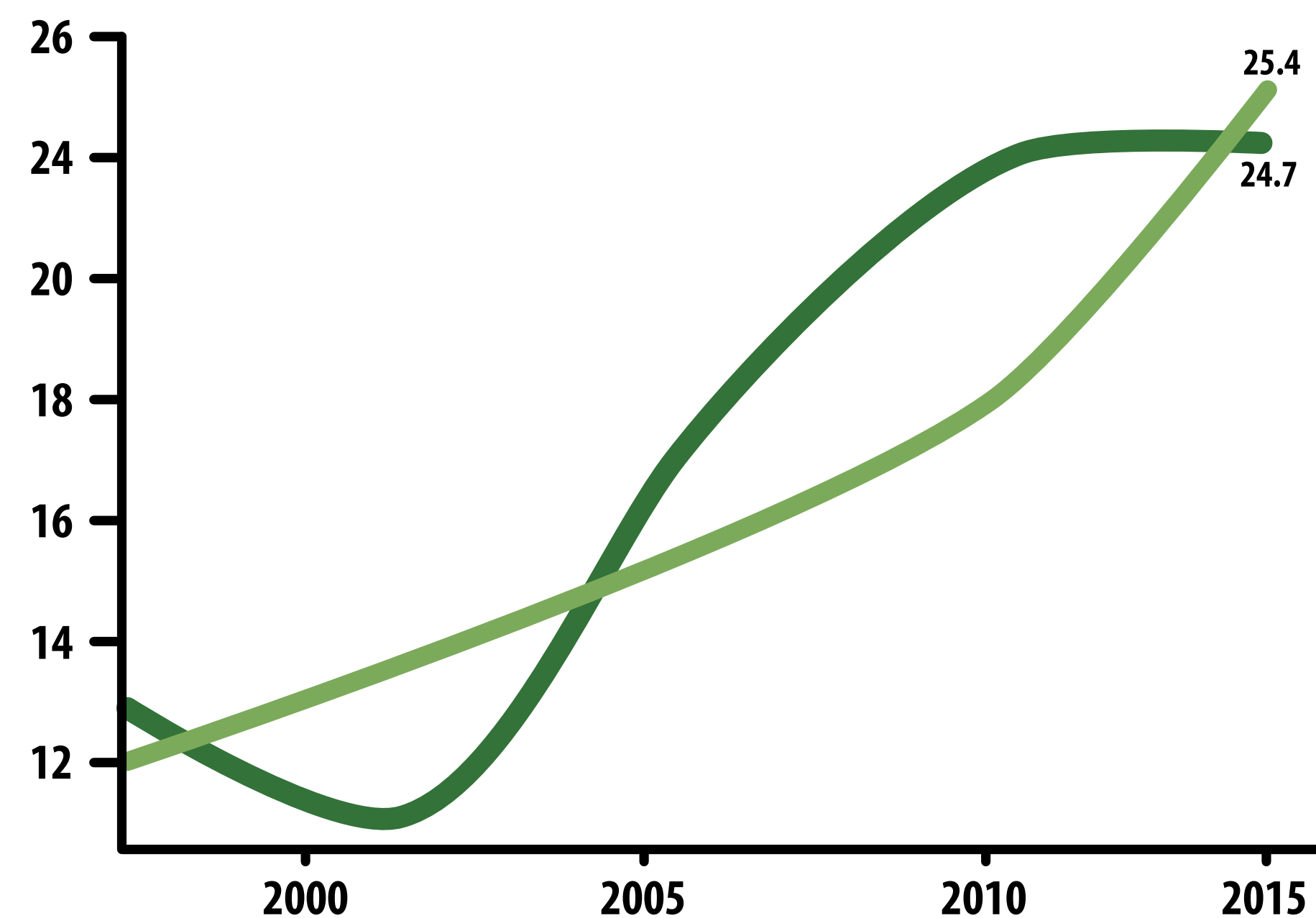
ed to play on and thrived. This year's World Cup match marked the fourth U.S. women's World Cup soccer final since 1991. Soccer is one of the most popular sports among girls, Chaudhry said, and its popularity blossomed after U.S. women won the World Cup in 1999. Katy Hardt, 22, who lives in San Francisco, has played soccer since she was little. She remembers the U.S. women's 1999 win and the impact it had on her, "especially the moment where Brandi Chastain ripped off her shirt in triumph," she said. "I had a poster of that in my bedroom."

Experts are quick to point out that, in spite of great success in competition, the

U.S. still has a long way to go in gender equity in sports.

"Pay for women is pathetic relative to men," And that extends to college scholarships: "Football players tend to go to college on full scholarships, and women's sports, they tend to take the women's scholarships and divide them up and spread them around. Even at this level, where our women are playing in the final and they're at the most elite level that they can get to, that they're still facing this kind of inequality, it speaks volumes about the work that we still have to do as a country," Chaudhry said.

World Cup USA Viewership 1998-2015



The US women's national team's championship win over Japan in the 2015 Women's World Cup final broke new ground as the most-watched soccer match US history. Those numbers easily surpass the previous mark of 18.2 million set by last year's USA vs. Portugal match during the men's World Cup in Brazil. This is a huge step forward as the USWNT begins to gain the recognition they deserve.



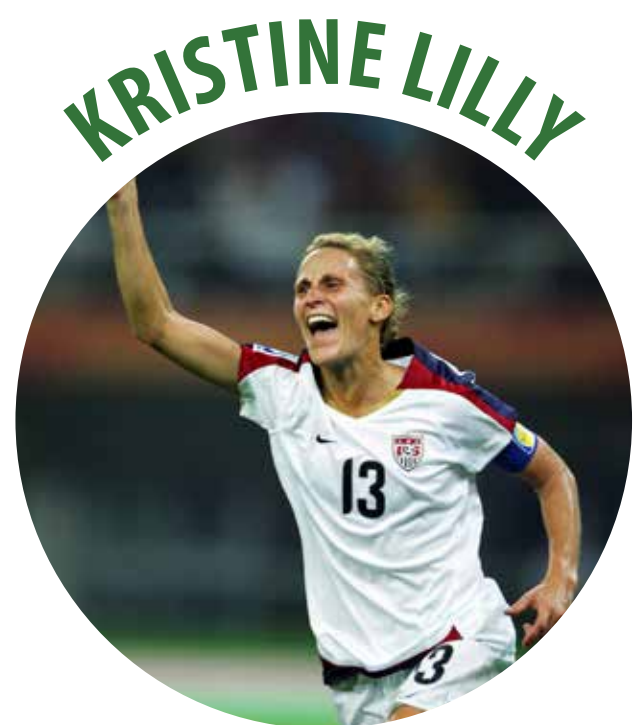
## MEET THE HEROS OF THE US WOMEN'S NATIONAL TEAM



MIA HAMM

Position: Forward  
Years on USWNT: 1987-2004

Accomplishments:  
Youngest player to join the USWNT.  
Elected US Female Athlete of the Year 5 years in a row.  
Became the first woman inducted to the World Football Hall of Fame.  
Helped the USWNT earn two World Cup Titles, and three Olympic medals, and four National Titles.



KRISTINE LILLY

Position: Midfielder  
Years on USWNT: 1987-2010

Accomplishments:  
First woman to play in five world cups.  
Has played in more international games than any player, man or woman, in the history of soccer.  
Member of the USWNT for 24 years.  
Helped the team win four national championships, two World Cups, and two gold medals.



ABBY WAMBACH

Position: Forward  
Years on USWNT: 2001-Present

Accomplishments:  
Has scored more career goals than any player, man or woman, in the history of soccer.  
Awarded the FIFA World Player of the Year in 2012 becoming the first woman to win the award in ten years.  
Listed as one of the 100 most influential people in the world by Time Magazine in 2015.



CARLI LLOYD

Position: Forward  
Years on USWNT: 2001-Present

Accomplishments:  
Two-time Olympic gold medalist and has played in three World Cup Tournaments. First woman to score three goals in world cup final.

"MY COACH SAID I RAN LIKE A GIRL AND I SAID IF HE RAN A LITTLE FASTER, HE COULD TOO."  
-MIA HAMM

## A BRIEF HISTORY OF WOMEN'S SOCCER

1920

The first women's soccer game was played in England with a crowd of 53,000. The Football Association in London were threatened by the lady players, and in 1921, banned women from playing soccer for 50 years.



1951

The US established its first women's league in 1951. The Craig Club Girls Soccer League's four teams had complete schedules for two seasons. The history of Women soccer hit a big change.



1960



1972

Title IX is established, prohibiting gender discrimination in educational activities. This allowed women to get sports scholarships at the collegiate level.

1980s

Girl's youth soccer becomes more popular in the US



2000

1999

The first Women's World Cup was seen by an audience of 90,000, more than any other women's sporting event. Brandi Chastain became an icon for the win when she celebrated the historic moment for the USWNT



2015

The USWNT took the world by storm when they won their third world cup championship

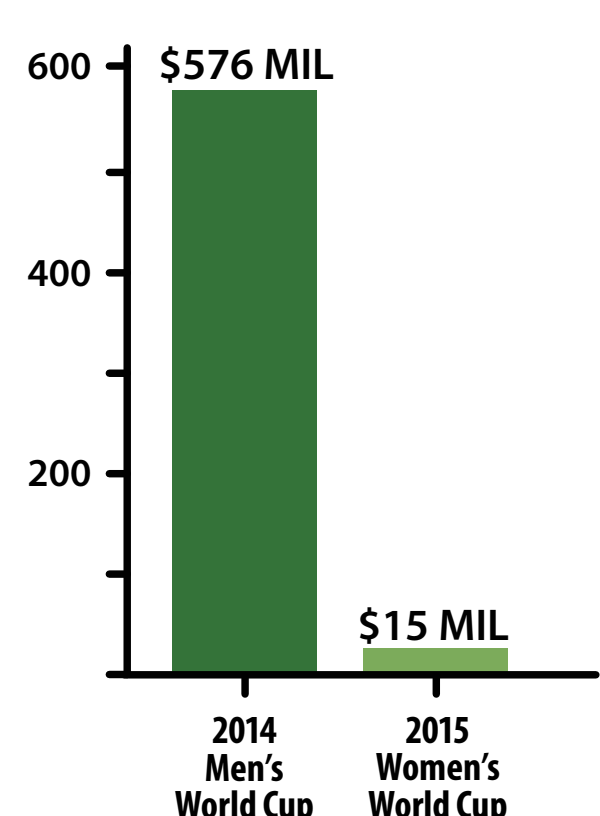


## STILL A WAYS TO GO

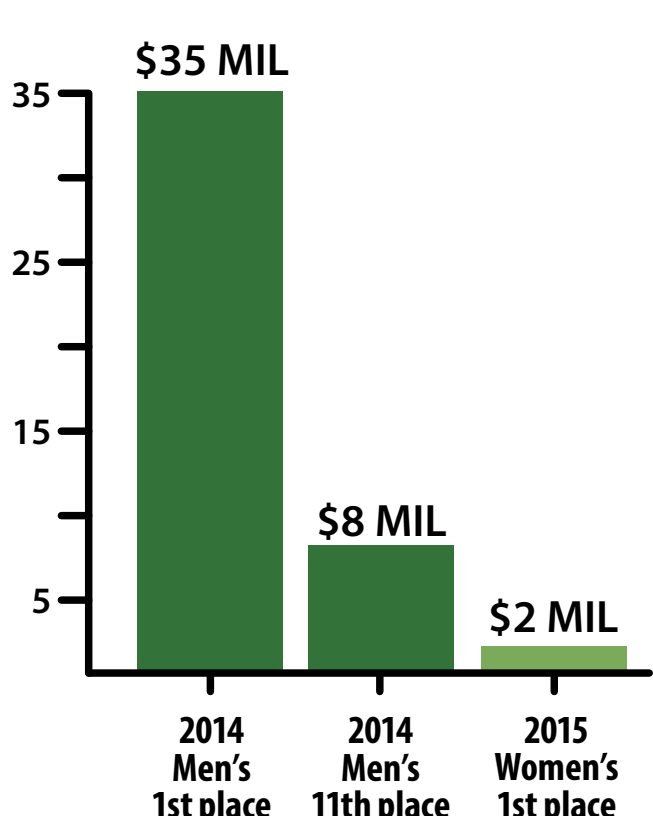
A Glimpse at Pay Inequality at the World Cup

## FIFA ALLOCATED NEARLY 40 TIMES LESS MONEY TO THE WOMEN'S WORLD CUP WINNERS

Total FIFA payout at 2014/15 World Cups



Total Winnings Per Team at 2014/15 World Cups



The total payout for the Women's World Cup in 2015 was \$15 million, compared with the total for the men's World Cup last year of \$576 million, nearly 40 times as much. That also means that the Women's World Cup payout was less than the reported \$24 million to \$35 million FIFA spent on its self-aggrandizing fiction film, United Passions. And that disparity trickles down to the women's champ: The USWNT will earn \$2 million from the victory, nearly 18 times less than the German men's team received after winning the

2014 World Cup (\$35 million). Even the US men's team, who ended their world cup stint in 11th place, earned \$8 million. So while the most recent television ratings suggest that the popularity of the Women's World Cup at home and abroad is heading in a positive direction, it will take far more to close the money gap