

*USWNT*

**EQUAL PAY  
FOR EQUAL  
PLAY**

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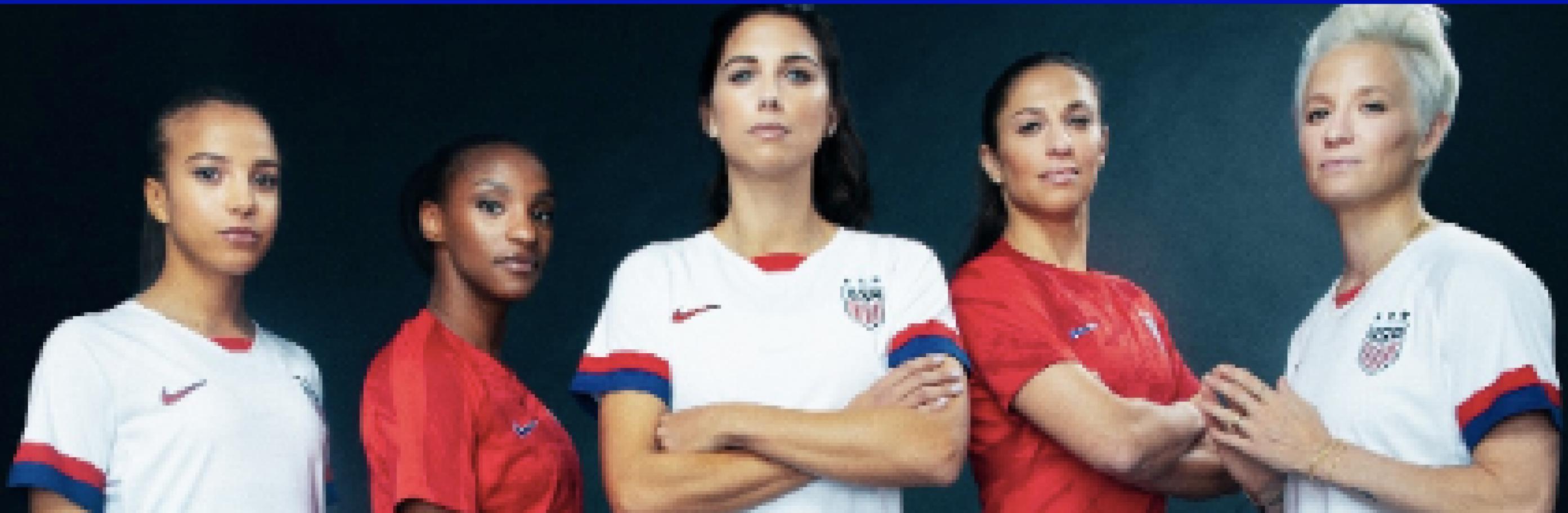




# INTRODUCTION

For years, Women in the sports community have faced backlash, criticism, and discrimination when it comes to being a professional athlete. Many people claim how women sports are not as interesting/fun to watch as men's sports because women simply aren't as "tough, fast, and good" as men.

In recent years, many professional female athletes have begun to fight back against this discrimination from their respective sport communities. Stars such as Megan Rapinoe from the US Women's Soccer National Team, Serena Williams, and Ibtihaj Muhammed, have taken on leadership roles when it comes to breaking down the barriers for Women in sports to receive the proper recognition they deserve.



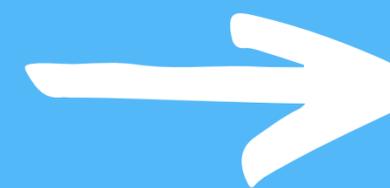
# THE FIGHT IN SOCCER

- One form of common discrimination that female athletes face is a lack of professional leagues, recognition, and equal pay compared to men sports. For example, the MLS is a men's professional soccer league. It was developed in 1967, while the professional league for Women (NWSL) was only developed recently in 2012.
- Even though this was a huge win for female soccer players, the fight for equal pay is still in the hot seat, especially on the National Level, where players from the USWNT have been fiercely advocating for equal pay following their third FIFA World Cup win. even though it should.



It's no secret the Women's team has had a lot more success than the men's the past few years, and it's a shame that they have had to fight for so long to get what they deserve. It was only when an outside company, LUNA bar, filled the Fifa wage gap by donating the 31,250 difference to each player individually. Even though the wage gap is now filled, there is still a problem because the money isn't coming from US Soccer itself

# Impacts of Social Media



**Promotion**

**Growth of  
Audience**

**Education on  
the pay gap**

# EXAMPLES OF GENERAL ADS

<https://www.youtube.com/watch?v=whpJ19RJ4JY> - Nike Dream Crazier

<https://www.youtube.com/watch?v=IHcWPVbDArU> - Nike Dream With Us

<https://www.youtube.com/watch?v=nuerkqBL0Q0> - Nike Women in Soccer



# Women

VS

# Men

- In recent years, the Women have been able to build their case to fill the wage gap simply by just becoming significantly more successful than the men on, and off the pitch.

- In 2014, the Us Men's lost in the World Cup in the round of 16, while in 2015, the Women won the championship. Not to mention the fact that the Women have completed in 19 more games than the men between 2015 and 2018.



The Women's National team has fought effortlessly to fill the wage gap, form professional leagues, and encourage young female athletes to keep pushing towards your dreams despite the many setbacks female athletes face. On March 8th, 2019, the national team filed a lawsuit against USSF just three months before their trip to France where they will be defending their World Cup title. Star players, such as, captains Carli Lloyd, Alex Morgan, and Megan Rapinoe have made been very open about the wage gap and have been in hot pursuit of equality ever since they brought home their 3rd World Cup win in 2015.

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