

VOICE IN SPORT®

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FOR IMMEDIATE RELEASE

On National Girls and Women in Sports Day, Voice in Sport, the Industry's First Independent Platform for Female Athletes, Announces Its Advocacy Leadership Team, Expert Council & Goals



February 3, 2021 - Brooklyn, NY - On National Girls and Women in Sports Day, Voice in Sport (VIS) launches its **VIS Advocacy Leadership Team made up of professional, collegiate and high school female athletes from around the country.** They will implement grassroots initiatives to enforce Title IX, provide equal opportunity, increase media coverage of women's sports, and promote diversity and inclusion in athletics. Their efforts will be informed by the guidance and support of the new **VIS Advocacy Expert Council**, including professional experts in this field like Nancy Hogshead-Makar of Champion Women, Donna Lopiano of Sports Management Resources, Terri Lakowski of Active Policy Solutions, and Nicole LaVoi of the Tucker Center for Research. The VIS Advocacy Leadership Team will push the **VIS Policy Platform** at the national level - collaborating with policymakers in Washington, D.C. through **VIS' first Capitol Hill Day in March.** VIS aims to be an authentic voice into the new Biden Administration on a range of issues impacting female athletes' rights.

In partnership with the Pac-12 Conference, VIS is also launching a **VIS Advocate Program** in which Pac-12 Female Student-Athletes from each member institution will be trained on Title IX literacy and enforcement. VIS will publish a Title IX Advocacy Toolkit and plans to expand its VIS Advocate program to all high school, NCAA and NAIA institutions by the 50th Anniversary of Title IX on June 23, 2022. This will equate to over **23,000 VIS Advocates** and eventually become the largest grassroots initiative to support girls and women in sport in history. Together, through the VIS Advocacy Expert Council, VIS Advocacy Leadership Team and soon to be thousands of VIS Advocates, Voice in Sport will continue to change more than just the game.

The current VIS Advocacy Leadership Team includes:

Ify Onumonu, Soccer, NWSL Sky Blue FC and Black Women's Player Collective
Anna Shaver, Soccer, D1
Audra Koopman, Track & Field, D1
Bianca Caetano-Ferrara, Soccer, D1
Bri Tollie, Basketball, D1
Caroline Mattise, Tennis, Monmouth Alum
Eleonor Wright, Rowing, D1
Emily Young, Softball, D1
Emma Baumert, Bobsled and Skeleton, Team USA Developmental Athlete
Esha Bhattacharya, Rowing, D1
Evann Smith, Soccer, D1
Kiersten Thomassey, Field Hockey, D1
Lauryn Harris, Track & Field, D1
Logan Eggleston, Volleyball, D1
Megan Faraimo, Softball, D1
Olivia Miller, Softball, D1
Preslie Anderson, Volleyball, D1
Rajaa Wilcox, Softball, D1
Sadé Greenidge, Track & Field, D3
Syd Sorkin, Ice Hockey, D1
Sydney Taylor, Volleyball, D1
Sydney Moore Volleyball, D1
Tahri Phillips, Basketball, D3
Analise De Leon Villanueva, Track & Field, High School
Corin Wiggins, Rowing, High School
Dina Njekic, Swimming, High School
Isabella Kendrot, Basketball, High School
Keira Mansure , XC / T&F, High School
Logan Smith, Soccer / XC, High School
Nya Harrison, Soccer, High School
Prabhleen Kaur, Basketball, High School
Sam Gordon, Football / Soccer, High School

“Girls and women in sport demonstrate the power to uplift, empower and change more than just the game. Voice in Sport is dedicated to fighting for equality for women and girls in sport each and every day,” **said Stef Strack, Voice in Sport Founder and CEO.** “We formed the VIS Advocacy Leadership team to give a voice to girls and young women in sport. Through this team, we’ll advocate for the things that affect women and girls in sport the most: Title IX, diversity and inclusion, media coverage, and equal pay. Our goal is to use this Leadership team to expand our mission and our message to every female athlete around the country. We’re just getting started.”

Even as VIS celebrates girls and women in sport, there is still a lack of literacy and enforcement around Title IX. VIS demands more opportunities for the next generation of female athletes. They are on a mission **to bring more visibility to female athletes and elevate their voice** in an effort to change egregious stats in women’s sports, including:

- **Title IX:** Colleges have denied female athletes \$972,988,046 in scholarships compared to their male counterparts. (Champion Women, 2019)
- **Title IX:** As of 2019, only 8.6% of DI schools offered proportional athletic opportunities to female athletes relative to their enrollment. (U.S. Department of Education, 2019)
- **Title IX:** 51% of high school athletic administrators either don't know who their Title IX coordinator is or feel unsupported by them. (GAO, 2017)*
- **Title IX:** 31% female coaches believe that they would risk their job if they spoke up about Title IX and gender equity. (Sabo, Veliz, & Staurowsky, 2016)*
- **Diversity & Inclusion:** Female head coaches of women's college programs have plummeted from 90% in 1971 to only 43% in 2017. (Sabo, Veliz, & Staurowsky, 2016)*
- **Diversity & Inclusion:** Girls of color in urban and rural areas drop out of sport two times than suburban white girls. (Sabo & Veliz, 2008)*
- **Media Coverage:** 90% of sports editors are men. (Lapchick, 2018)*
- **Media Coverage:** Only 3.2% of media coverage is devoted to women's sports. (Cooky, Messner, and Musto, 2015)*
- **Equal Pay:** The potential bonus for winning the Soccer World Cup is only \$200,000 for the U.S. Women's Team, while it is \$1,114,429 for the U.S. Men's Team. (Murray & Morris, 2019)*

*as cited in: Staurowsky, E. J., Watanabe, N., Cooper, J., Cooky, C., Lough, N., Paule-Koba, A., Pharr, Williams, S., Cummings, S., Issokson-Silver, K., & Snyder, M. (2020). Chasing Equity: The Triumphs, Challenges, and Opportunities in Sports for Girls and Women. New York, NY: Women's Sports Foundation.

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ABOUT VOICE IN SPORT (VIS)

[Voice in Sport \(VIS\)](#) is the first independent, community-based platform for female athletes, aged 13-22, to merge content, mentorship, and advocacy with a mission to bring visibility to female athletes and elevate their voice and create a community of female athletes who inspire each other to change more than just the game. Founded by [Stef Strack](#), **VIS** is uniquely positioned to provide young female athletes a community where they will have access to the tools they need to help navigate their teen and collegiate years as an athlete. The [Voice in Sport Podcast](#) launched in May 2020 will continue to explore the journey of female athletes by sharing untold stories on topics like mental health, body image, sexual orientation, and female-specific sports science and nutrition.