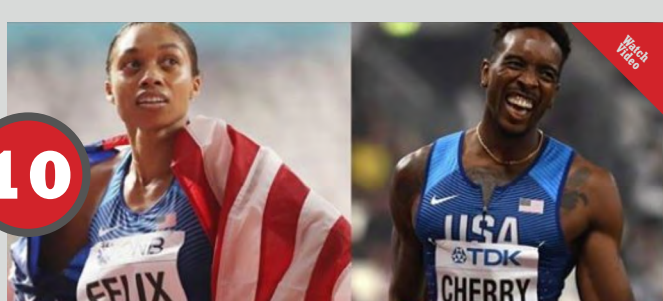


2019 MOST IMPORTANT MOMENTS IN SPORTS

It's Entertainment and Entertaining

10



It's also women and men competing together on the world stage for the common goal. The mixed gender 4x400m relay was introduced at the 2017 IAAF World Relays and was held again at the 2019 World Athletics Championships, in advance of the 2020 Olympics. The format provides for mixed order racing, which can produce big gaps in the lead and exciting overtake positions. Team USA won the inaugural World Championship, setting a world-record in the process with a time of 3:09.34.

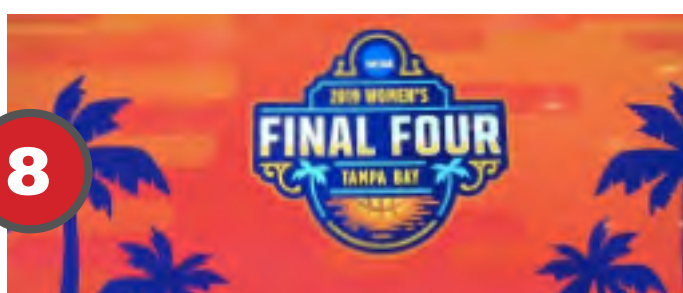
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Sportsmanship

In 2018, the challenges of an intense match, including disputes between the chair umpire and Serena Williams, sought to steal Naomi Osaka's moment of glory when she defeated Serena Williams for the U.S. Open title. Fans watched a stunned Osaka handle with grace the emotionally charged awards ceremony. In 2019, Naomi Osaka sought to leave a different feeling in the heart of a young competitor and in doing so further demonstrated her poise and sportsmanship. Osaka provided Coco Gauff, the teen phenom from the U.S. who had lost the match, the opportunity to address the U.S. Open fans who were widely in support of her. The gesture served as one of the more moving moments in sports in 2019.



8



Basking in the Sun

Tampa Florida has hosted three NCAA Women's Final Four championship games (2008, 2015, and 2019) and in doing so has developed a proven formula for engaging local community members and welcoming out-of-town guests to celebrate the biggest annual moment in women's college sports. In 2019, the sold-out crowd for the semi-final and championship games totaled 40,189, bringing the combined attendance for the three Final Four weekends the city has hosted to over 123,000 fans. In all, the 2019 tournament saw an 8% increase in total attendance from 2018.

Immaterial Age

In 2019, thirteen year-old Alysa Liu became the youngest-ever to win the U.S. ladies' figure skating championship. While she was not old enough to compete at the junior world championships, she was talented enough to land two triple axels in her free skate leading to her standing on top of the podium.

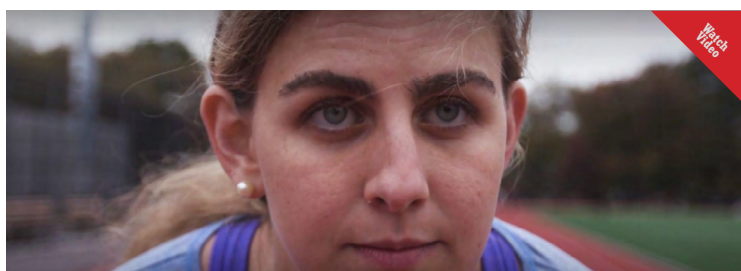
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Just (Don't) Do It

7

The well crafted image of Nike certainly took some hits in 2019 as elite female runners exposed how the policies and positions of the famed running coaches employed by Nike where destroying female bodies and denying or limiting maternity benefits. *The New York Times* served as the vehicle for disseminating the very personal stories of Olympians Allyson Felix and Alysia Montano; and Mary Cain, who at 17, was the youngest American track and field athlete to make a World Championship team.



Motherhood and Winning

Usain Bolt's record for the most World Championships was surpassed by Allyson Felix when she won her 12th gold medal with the mixed-gender 4x400m relay. Felix accomplished this feat just 10 months after giving birth to her daughter.



5

Victorious: 2019, 2015, 1999, & 1991

In 2019, the US women's soccer team continued to command the top spot on the national stage when the team won their second consecutive and fourth overall World Cup title. Megan Rapinoe, of the US, earned the top honors with the Golden Ball award, tournament MVP; and Golden Boot award, most goals; and in this case, most assists due to a three-way tie with Alex Morgan from the USA and Ellen White from England, each netting six goals as well. Total attendance exceeded 1 million fans for the host country of France. Bien Joue!

4



3



Great Day Down Under

On June 24, 2019 Australian female athletes reigned supreme across four sports, bringing heightened awareness to women's sports.

Surfer Sally Fitzgibbons nailed a monster wave at Rio Pro to earn surfing's #1 world ranking. French Open champion Ashleigh Barty won her 3rd tennis tournament propelling her to #1 in the world, golfer Hannah Green took the Women's PGA Championship, and Australia's women's eight crew won gold at the Rowing World Cup. Might we all ask, what did they have breakfast on that day?

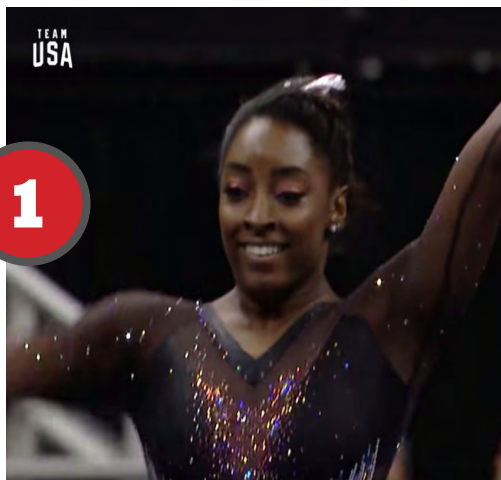


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Gender pay equity

U.S. National soccer team members continued their quest for both the World Cup as well as gender pay equity in 2019. The team continued its public push for recognition and pay validation and continued to build momentum throughout the year, with the NYC World Cup victory parade serving as their exclamation point for building broader awareness. Remembering history is important as these moments in time build upon each other. In 2006 after winning Wimbledon, Venus Williams penned an open letter to the *London Times* asking why prize money differed. The following year, Wimbledon offered equality. In the case of women's soccer, both the players and U.S. Soccer have dug in their heels in a protracted court case. In November, 2019, the players got a boost to their position, when a federal judge certified the U.S. women soccer players' equal pay class-action lawsuit.

1



Reaching New Heights, and Rotations

Simone Biles continued her astounding ways in 2019, becoming the first woman to land a triple-double at the US

Gymnastics Championship on the way to winning her record sixth national all-around title. In total, Biles has earned 25 world championship medals, more than any man or woman in the sport.

2019 Sportsperson of the Year



Megan Rapinoe continued her (out)spoken ways in 2019 and in doing so earned our Sportsperson of the year recognition. From racial equality to pay equity, and for putting the politics back into sports with her spars with the President to presidential candidate endorsements, Rapinoe kept women's sports front and center with the media and those in power.

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