
A Golden Age In Women's Sports

Contributed by Administrator
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The gradual but obvious deterioration in the treatment of women bodybuilders by the IFBB is all the more ironic - if not tragic - because we are in the midst of what appears to be the golden age of women's sports. Until Billie Jean King and then Martina Navratilova came along, women's tennis was a ladylike affair that didn't have much public appeal.

Now with competitors on the scene like the Williams sisters, tennis for women has an equal appeal to fans as the men do. Thanks to competitors like Olga Korbut and Nadia Comaneci, the television ratings for women gymnasts in the Olympics easily exceeds that of the male gymnasts. The WNBA is thriving; thanks to promotable stars like Lisa Leslie and Misty May and Kerri Walsh in women's beach volleyball were one of the hits of the last Olympics. Even the LPGA, which has done well over the years but has still had a narrow audience appeal, has increased in popularity thanks in part to the star power of Annika Sorenstam. There is even growing interest in boxing for women, which would seem like the least likely of sports in which women might excel.

Danica Patrick's 4th place finish at the 2005 Indianapolis 500, a race in which she held the lead just a few laps before the finish, boosted television ratings amazingly and proved (as did Annika Sorsentam's participation in a men's PGA tour even, even though she failed to make the cut) that there is a market for women in sport if the women and the sport are presented properly.

An Email On The Ms. Olympia Situation From Sandra Blackie.

Brandi Chastain took her shirt off and waved it over her head after her team won the Women's World Cup Final and suddenly girl's soccer teams all over the country and the world were flooded with eager new prospects - and it didn't hurt the sales of sports bras either.