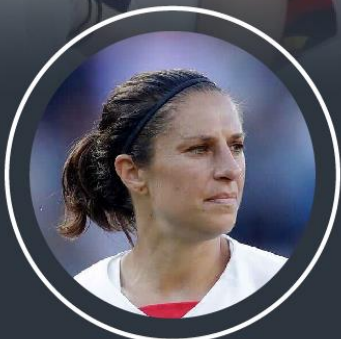


The USWNT

CHANGING THE NARRATIVE?



1985

USWNT is created, immediately viewed as inferior to male counterparts

1991

USWNT wins first women's world cup, named the "M&M's Cup" due to FIFA not wanting the negative publicity of a potentially boring tournament; no media attended their return to the U.S.

1996

Women's soccer introduced to the Olympics for the first time in Atlanta. USWNT players boycott practices due to unfair medal bonuses, ultimately getting the USSF to agree to their demands

1999

Reigning champions, USWNT goes on strike to protest a pay gap and maternity leave rules after the tournament

1999

Women's World Cup is held in large NFL venues, a first for women's sports. USWNT wins again, wins the hearts of Americans as an underdog story with 40 million viewers, breaking record for women's sports and record championship crowd of over 90,000

1996

USWNT wins the first Olympic gold in women's soccer in front of a record crowd of over 76,000

2000

The USWNT loses the Olympic finals, slipping out of public interest

2003

Lack of recent success leads to scheduling again in smaller venues and during competing time slots with NFL and MLB games, USWNT loses in the semifinals

2004

USWNT wins second Olympic gold, but with poor viewership and attendance

2012

USWNT gets revenge on Japan in Olympic Finals in front of a record Olympic crowd of 80,000+

2011

A series of thrilling late-game victories and a third World Cup title bid makes for the second most-watched women's soccer game in history, but the U.S. falls to Japan in the final. Successful ticket sales and viewership lead to expansion of field for 2015 World Cup

2008

USWNT wins Olympic Gold and sets themselves up to be the favorite for the 2011 World Cup

2014

A group of players including Abby Wambach, Alex Morgan, and Heather O'Reilly files a lawsuit in an Ontario tribunal against the Canadian Soccer Association and FIFA. The stated goal of the lawsuit was to install grass instead of turf for the 2015 FIFA Women's World Cup.

2015

USWNT faces off again with Japan, this time dominating 5-2 in the World Cup with over 25 million viewers in the U.S., a women's record

2016

USWNT CBA player leadership group (Hope Solo, Carli Lloyd, Megan Rapinoe, Alex Morgan, and Becky Sauerbrunn) file an Equal Employment Opportunity Commission (EEOC) complaint for the USWNT over inequality in pay and treatment. The complaint alleges that the USMNT is given better accommodations even though the income for the USWNT is equal to the men.

2019

The team files a complaint in federal court alleging gender discrimination by USSF and asks for back pay, equal pay to the MNT, and other compensation.

2016

USWNT suffers earliest elimination in a major tournament ever in an overtime loss to Sweden

2016

Carli Lloyd publishes an essay in the New York Times, "Why I'm Fighting for Equal Pay."

2019

Federal judge R. Gary Klausner of the U.S. District Court for the Central District of California granted the USWNT's motion to give its lawsuit class certification. The early win for the women meant the lawsuit could include players who appeared for the national team dating back to Feb. 4, 2015. U.S. Soccer had opposed the motion for certification.

2019

USWNT redeems itself once more with a dominant performance en route to another World Cup Win

- Chants of "equal pay" after win
- Over 1.1 billion viewers of the tournament around the world
- Over 260 million viewers for the final
- Average game viewership doubles from 2015 women's World Cup

2020

Both sides respond to the summary judgment filings; US Soccer continues to use "men are stronger and faster than women" as part of their "different jobs" arguments

2020

A federal judge in California rules against the players on several claims, including their contention of discrimination under the Equal Pay Act

2020

Carlos Cordeiro resigns as president of USSF, effective immediately

QUOTES FROM PLAYERS

"If I earn one dollar every time I play and a man earns three dollars, just because I win 10 games and he only wins three games -- and so I make 10 dollars and he made nine dollars -- I'm not sure how that's me making more money."

- MEGAN RAPINOE, MAY 2020

"To every girl out there, to every boy out there, who watches this team, who wants to be on this team or just wants to live their dream out, you are not lesser just because you're a girl. You are not better just because you're a boy."

- MEGAN RAPINOE, JULY 2019

"We are fighters and we will continue to fight together for this."

- ALEX MORGAN, 2020

"Football should never be known as a man's sport."

- DAVID BECKHAM, 2015