

GENDER EQUALITY IN ICE HOCKEY

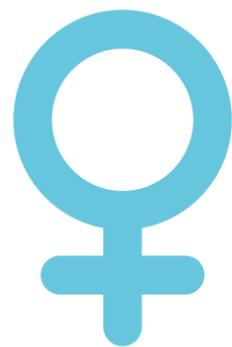


THE BIGGER PICTURE

While debates regarding the universal women's pay gap and discrimination in the workplace have been discussed for years, the inequity in professional sports plays an essential and underrated role in the ongoing war for greater gender equality across the world in all professional fields.

THE #METOO ERA

Key legislative milestones like Title IX in the United States have paved the way for more significant equity in sports at the collegiate and scholastic levels, but professional players still face discrimination and unfair practices because of their gender.

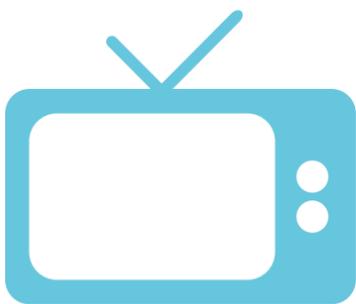
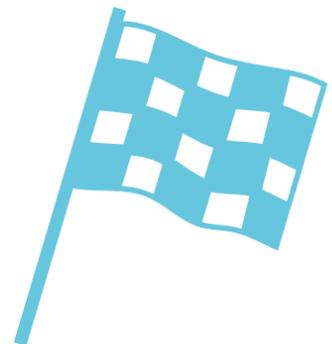


THE ICE HOCKEY PAY GAP

The Canadian Women's Hockey League (CWHL) collapsed and was disbanded in May 2019 due to financial constraints and other issues. At the time of its dissolution, CWHL players earned between CAD 2,000 and CAD 10,000 compared their peers in the NHL who earn nearly \$20 million per season at the high end of the pay scale.

A HEAD START FOR MEN

For many decades, men have had the ice and playing fields all to themselves. As a result, the media attention, advertising dollars, fan support, and TV coverage has been theirs and theirs alone. They have had a massive head start.



WHAT WOMEN DESERVE

Women's participation in sports is incredibly high. The percentage of female sports viewership is also at a high. There has never been a better time to provide women's professional sports the conditions necessary to increase funding, player salaries, sponsorship, and viewership.

ALLYSHIP

The entities that are in the best position to help aid this effort are the male professional sports league themselves, big corporations that are foolishly missing an opportunity to support half the world's population, and quite frankly all men. It's time all men step up as allies and honor the same passion, hard work, and effort our fellow females demonstrate on a daily basis.



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