

MONDAY
Money

TUESDAY
Build the Change

WEDNESDAY
Sport

THURSDAY
Science

FRIDAY
Culture

THE DAY
Build a better world



NEWS DETECTIVES

TODAY'S BIG STORY

Record fans for women's football showdown

Did the lionesses change the women's game forever? Since England's triumph, more and more women's games are selling out stadiums.

The fans roared. There were more of them than ever before. 77,390 to be exact.

The women's FA cup drew a record crowd for a **nail-biting** game. Chelsea won when striker supreme Sam Kerr tapped in a beautiful **cross** at the far post, taking them 1-0 up against Manchester United.

Kerr cartwheeled and then launched into her **signature** celebration, a backflip to cheers from those who had come to expect it.

Women's football has **boomed** in Britain. The record crowds for this FA cup are proof that the women's game



Jump for Joy: Chelsea's Sam Kerr flipped after winning the FA cup in front of 77,000 fans.

THE STORY SO FAR

England women's Euro 22 victory built on a decade of great success for the Lionesses. Despite this, UK women's football has only been fully **professional** (with paid athletes) since 2018.

is just as exciting as anything you find in the Premier League.

The growing popularity of the sport builds on the triumph of England's Lionesses in the European championships. The **Football Association** had set itself the target of selling out stadiums by 2024, but it has reached its goal early.

"The incredible achievement of the Lionesses was then a major **catalyst** in the incredible interest we are currently seeing," says Marzena Bogdanowicz, the FA's head of marketing for women's football.

But it is not just glory that brings in the fans. Behind the scenes, teams and the FA are working hard to make the games are **accessible**, inclusive and a fun place to be.

Many say the fact that the game has gone from strength to strength so quickly shows what happens when you believe in the players and fans.

KEY WORDS

Nail-biting: Tense

Cross: A pass across the pitch

Signature: Personal

Boomed: Grown quickly

Football: Association:
The organisation that manages UK football

Catalyst:

Something that speeds up a process

Accessible:

Easy for everyone to access

Professional:

Done for a living



YOU DECIDE

Did the Lionesses change the women's game forever?

YES. Their victory won the hearts of the public. That's what's bringing more and more fans to the sport.

NO. They did so well because the game was changed by a decision to invest in women's football.



THE DETECTIVE ZONE

SPOT THE FAKE

One of these three news stories is fake.
Which one?

Joggers told to wear helmets amid bird terror

Man swaps seats with dog to dodge driving arrest

Bear sits quietly in outdoor cinema till end of film

In 1921 the Dick Kerr's Ladies were the biggest team, where did they play?



- A) London
- B) Leeds
- C) Manchester
- D) Preston

TIME TO DESIGN

Lionesses captain Leah Williamson was once a mascot for the Arsenal team, but now she needs a mascot of her own. Can you design a new Lionesses mascot?

Step one:

Think about your design! Is it going to be a lioness? What can you do to make her stand out?

Step two:

Create your design!
Draw your mascot, or try to make a model out of bits of recyclable materials if you have time.



Talking point

What can be done to boost crowds at other women's sports — such as cricket or rugby?

Amaze someone

In 1921, the head of the British football association banned women's football. The ban stayed in place for 50 years.

This ban was sparked after more than 53,000 people showed up to watch a women's football match.

THE EXTRA PAGE

Behind the Wembley sell-out

The fervour and excitement of the crowds milling around a packed Olympic Way. The music from Boxpark Wembley reverberating around as fans of all ages gather, full of anticipation for the 90 minutes ahead. These scenes, rare less than a decade ago, are now customary in women's football as the sport continues to go from strength to strength.

Another landmark was reached, another record broken with Sunday's Women's FA Cup final. For the third time this season, Wembley is sold out for a women's game. Chelsea and Manchester United walked out in front of about 90,000 fans, almost double the previous record for the final, set last year.

This feat comes a year ahead of the target set by the Football Association in 2020. "We are immensely proud to have achieved this sell-out," says Marzena Bogdanowicz, the FA's head of marketing for women's football.

Building such an audience has not happened overnight. It is the result of years of work done both at FA and club level to understand the best strategy to market the sport. Since bringing the final to Wembley in 2015, attendances have been building, helped by England's success on the international stage.



Sold out: Women's games have been played in the main stadiums more since the Euro 22 win.

"The incredible achievement of the Lionesses was then a major catalyst in the incredible interest we are currently seeing," says Bogdanowicz.

"We've really wanted to market it to a broader audience and ensure there is something for everyone... the fan experience on the day is one of the best at Wembley. Whether it is the fan zones pre-match, the music, half-time show or the atmosphere, it all scores very highly on our post-match surveys."

This focus on fan engagement is crucial. Arsenal are another example of an organisation working to capitalise on the success of the team.

Anticipating a boost after the Euros,

they opened sales for the north London derby between the semi-final and final, resulting in 16,000 tickets sold in the week around England's victory, and set a WSL crowd record of 47,367.

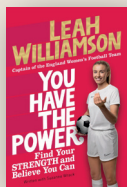
Excitement and interest around women's sport in general is clearly on an upward trend. Capitalising on this and having the structures in place to maximise its accessibility are, as organisations such as the FA and Arsenal show, crucial. Sunday's Women's FA Cup final was a prime example of how this hard work can pay off. ■

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D) Preston

Spot the fake

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