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**Laila Ali, Women's Sports Foundation and California
Women's Law Center
launch "V is for Victory. So is Title IX."
Campaign to Promote Equal Treatment for all Athletes**

The girls of Miguel Contreras Learning Complex high school tested their skills against the pitching of Super Middle Weight Boxing Champion Laila Ali today when they played softball to celebrate the launch of "V Is for Victory. So is IX."— a new educational campaign to ensure all athletes receive equal treatment in school and community sports programs.

Launched by the Women's Sport's Foundation (WSF) and the California Women's Law Center (CWLC), "V Is for Victory. So is IX." teaches the public about the need for fair treatment in athletics and the importance of the federal Title IX law in promoting equality. The multifaceted campaign includes free educational workshops, an interactive website and published resources including a Title IX guide.

The participants at today's event all attend Miguel Contreras Learning Complex high school and were thrilled to meet Laila and display their skills as part of a greater effort to create awareness around Title IX and equality. Ali, the undefeated Super Middleweight Boxing Champion of the World, is a long-time activist and supporter of women in sports and the perfect role model for today's healthy, active girls. Ali is also a member of the Women's Sports Foundation's board and pitched during the multi-inning game. Today's softball game is part of the nationwide kick-off of the "V is for Victory. So is IX." campaign.

"The eradication of gender discrimination in sport is such a personal cause for me," said Laila Ali. "Without Title IX, I would not be able to stand here today to talk to you about the profound impact athletics has had on my life. Every girl should have the chance to experience the joy and benefits of sports participation, including teamwork, leadership and discipline, which are crucial

to success in academic and professional life. Through 'V is for Victory. So is IX.' we level the playing field and give all of the young girls out there the opportunities they deserve."

"The impact of Title IX has been huge," said Katie Buckland, Executive Director of CWLC. "However, violations of the law have become so routine, many may assume there's an exception for certain sports or grade levels. That's simply not the case. Because participation in sports changes girls' lives for the better, we have to remain vigilant about enforcement. It is crucial that everyone have the opportunity to participate in athletics at every stage of their educational development. 'V is for Victory. So is IX.' gives every athlete, regardless of age, expertise and gender, the power to advocate for their civil rights."

"Many schools aren't providing the resources and support for girls in sports that could foster their talent or help them pursue their interests. In 2007, female athletes were still receiving 1.3 million fewer participation opportunities than boys at the high school level," said Marj Snyder, Ph.D., Chief Program and Planning Officer of the Women's Sports Foundation. "We want parents and girls to understand the law and how they can take action for their daughters and for themselves," she added.

Passed In 1972, Title IX has had a major impact in ensuring equal access for female athletes in public schools. Title IX bans discrimination based on sex in any education program or activity receiving federal money. As a result of this law, the past three decades have seen an upsurge in opportunities for female athletes. The number of girls participating in high school sports has increased tenfold, from less than 300,000 to over three million. Despite this significant progress, inequities still exist.

The "V is for Victory. So is IX." campaign provides tools to advocate for equal treatment in school sports, including a "grade your school and share your story feature" on a parents' resource site (www.Vis4Victory.org), and a youth site (www.Vis4Victory.org/girls). The Women's Sports Foundation is also offering free Title IX workshops for athletes, coaches, school administrators, and parents throughout Southern California. The workshops aim to improve awareness, identify concerns, and provide simple and cost-effective solutions to inequities in school sports.

More information about the campaign is available at www.Vis4Victory.org and www.Vis4Victory.org/girls

Additional information about the campaign partners can be found at www.cwlc.org and www.WomensSportsFoundation.org