

Rogers Cup Tennis Championship Sexism

by Stephen Elliott-Buckley - Monday, August 15, 2011

<http://politicsrespun.org/2011/08/rogers-cup-tennis-champions-sexism/>

"Come for ladies, stay for the legends"?

Leave it to Rogers Sportsnet/cellphone/baseball/stadia to set feminism back another decade with their recent Rogers Cup. Are bikinis next?

The [Rogers Cup](#) tennis tournament ended yesterday.

I am quite sickened, but not at all shocked, at how they portray male and female tennis players. Listen closely for the voiceover at the end:

[YouTube Video](#)

The ladies we are supposed to come for, are merely the opening act for the legends. And I don't need to go into [the sexual double entendre with come](#).



hen, let's look at bums in promotional graphics. Whose bum do you see? A man's bum or a woman's bum?

Then we have some sexy poses from the women:



Now go back to the video above to when they build their women/men graphic at the end to see the virile power poses of the men:

Several weeks ago on this site, Julie wrote about sexism in women's soccer in [Sporting a Uterus](#), with the FIFA president once suggesting that female soccer players should wear [tighter shorts and uniforms more like volleyball](#).

When the producer of Rogers Cup tennis continues to market female tennis players as sex objects, we are drifting backwards.



Enough already.