

Girl Power Revisited

**Bigger Faster Stronger magazine
is not just about football**

BY BFS PRESIDENT
BOB ROWBOTHAM

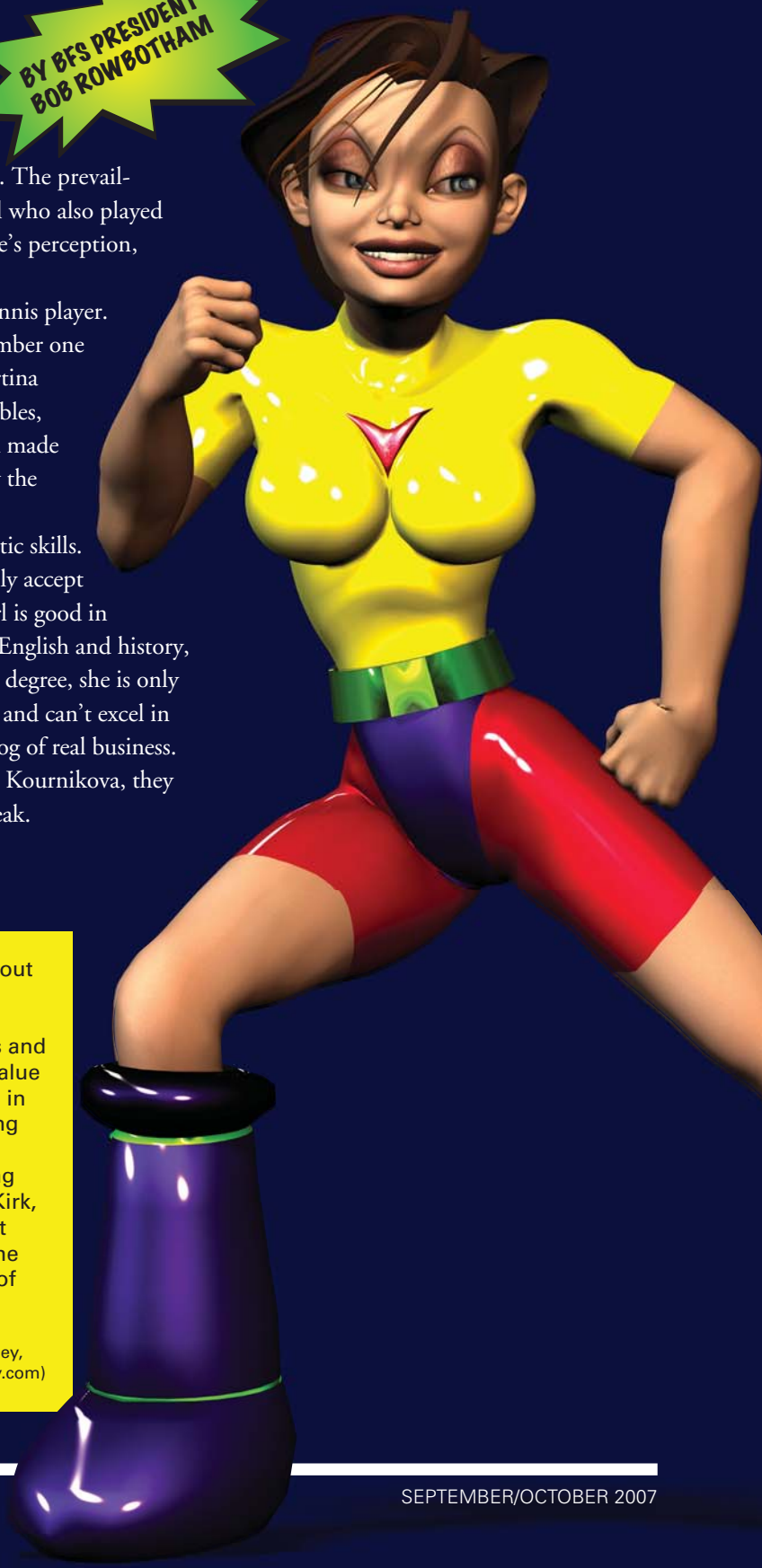
For several years Anna Kournikova was the highest-paid female athlete in the world, primarily due to her commercials and sponsorship agreements. The prevailing perception is that Anna was more of “a gorgeous model who also played sports” rather than “a great athlete who also models.” There’s perception, and then there is reality.

The reality is that Anna Kournikova was an amazing tennis player. She was Junior World Champion at age 14, was ranked number one in the world in doubles, winning two grand slams with Martina Hingus, went to the finals of two grand slams in mixed doubles, and was ranked as high as eighth in the world in singles and made it to the semi-finals of Wimbledon before being defeated by the eventual winner of the tournament.

By any standards, Anna Kournikova has awesome athletic skills. For some reason, however, the American public doesn’t easily accept the fact that a girl can have many outstanding facets. If a girl is good in athletics, she can’t be good at academics. If a girl is good at English and history, she can’t do math. If a woman achieves an advanced college degree, she is only “book smart” and can’t excel in the dog-eat-dog of real business. As with Anna Kournikova, they can’t get a break.

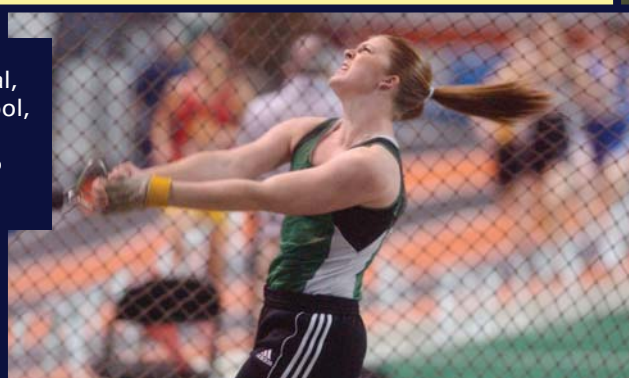


BFS is not just about football; it’s also about unifying all athletic programs and recognizing the value of such programs in molding our young people. One such outstanding young woman is Emily Kirk, a Level 7 gymnast who represents the Olympus School of Gymnastics in Sandy, Utah.
(photo by Ted Cordingley, sportslinephotography.com)

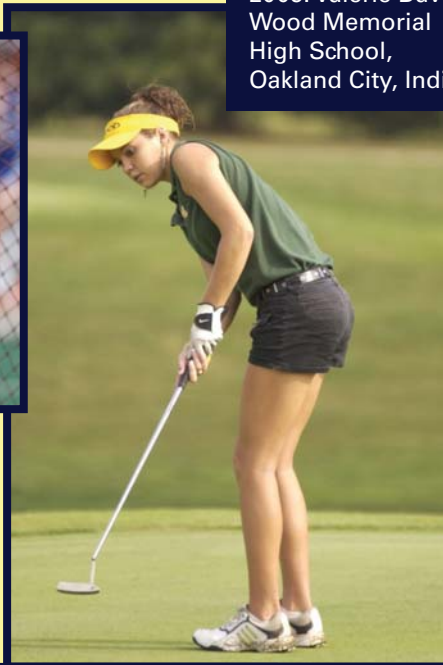


BFS High School Female Athletes of the Year 2004-2007

2004: Sarah Cardinal,
Blackfoot High School,
Blackfoot, Idaho
Bill Schaefer photo, Idaho
State Journal



2005: Valerie Davis,
Wood Memorial
High School,
Oakland City, Indiana



At BFS, we have
a different attitude.
Yes, it's true the focus

of our company when it was first founded 30 years ago was on high school football – and football still consumes a major part of our editorial. But it's also true that what sets BFS apart is our belief that high school sports should have a unified approach to not only strength and conditioning but also character education. And we also believe that unification includes young women.

Since BFS was founded, the ratio of girls who participate in sports has leaped from 1 in 27 to 1 in 3, and BFS has responded accordingly. In addition to increasing our coverage of high school girls sports and issues relating to young women, BFS has expanded our High School Athlete of the Year recognition program. In the past, only young men were considered for this award; but beginning in 2004 we began offering an equally prestigious award for young women: the BFS High School Female Athlete of the Year Award.

As with the original award for young men, the BFS High School Female Athlete of the Year Award goes to young women who have excelled not only in athletics and academics but in all areas of life. And if you check out our online archives and read their stories, you'll find our recipients have devoted considerable time to worthy charities. Our 2005 recipient, Valerie Davis, was involved in raising money for breast cancer research; and our 2006 recipient, Jennifer Walter, mentors preschool children at her local church. As we like to say at BFS, on a scale of one to ten, they are Elevens!

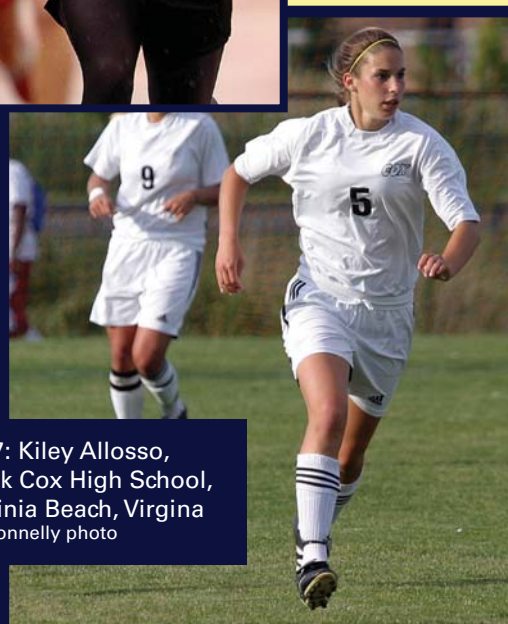
Although there may be no hope for changing the erroneous public perception of Anna Kournikova's accomplishments, BFS believes that the future is bright for young women thanks to the commitment of coaches and physical educators. To these dedicated professionals, we say:

As coaches ourselves, we know how important your jobs are and we commend you for your commitment to positively affect all your student-athletes' lives. **BFS**

2006: Jennifer Walter,
Huntley Project
High School,
Worndon, Montana
Dean Hendrickson photo



2007: Kiley Allosso,
Frank Cox High School,
Virginia Beach, Virginia
Pat Connelly photo



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~Kyle Meyers, Rutherford B. Hayes High, OH

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- Coach Al McFarland



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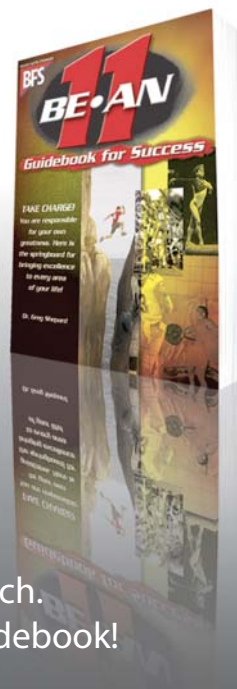
- Coach Fox

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