



The fan-experience is key for new president: "Coming to a game includes every moment, from the minute you leave your house, to the drive to the stadium"

- Houston Dash have appointed its first ever president Jessica O'Neill. Plans include adding sponsors to double revenue in the next three years. There are 180 full-time staff members across the organization, who also runs the MLS-side Houston Dynamo FC.
- Understanding the fan profile and serving up the ultimate in-stadium experience is a key focus to grow the club.
- **Why it matters:** Houston Dash, which sits alongside Houston Dynamo in the MLS, now have the opportunity to build its own voice.
- **The perspective:** Through authenticity, there's the potential to build lasting fans that can help sustain the club—and the league—for the long-term.

[Read interview](#)

Top Stories Of The Week



1. Women's Euro 2022 organisers defend use of Man City Academy Stadium after player criticism

Tournament organisers say the Manchester City Academy Stadium will generate "a great atmosphere worthy of a Women's European Championship" after a player criticised the decision to host matches there.

The stadium, home to Manchester City's women's team, will host three group matches with a reduced capacity of 4,700.

Iceland midfielder Sara Björk Gunnarsdóttir, who is set to play two matches in the venue, [told Their Pitch podcast](#) the use of the stadium was "embarrassing" and "disrespectful".

"It's shocking. Playing in England there are so many stadiums and we have a training ground from City taking what, 4,000 spectators," she said.

A spokesperson for Euro 2022 said: "Manchester City Academy is not a training ground. It is the official home stadium of Manchester City Women's Football Club. It has been used previously for UEFA Women's Champions League fixtures and will generate a great atmosphere worthy of a Women's Euro."

2. Women's 'El Clásico' draws record broadcast audience

The second leg of the UEFA Women's Champions League quarter-final between FC Barcelona Femení and Real Madrid Femenino attracted a record broadcast audience, [according to sports streaming platform DAZN](#).

The company, which has the broadcast rights to the competition, said there was a global audience of 2.7 million during the match, which was also available on the UEFA Women's Champions League YouTube channel.

The match, which Barcelona won 5-2, also broke the world record for the biggest attendance at a women's club match with a crowd of 91,553 inside the Camp Nou stadium.

The semi-finals of the competition take place this week, with Barcelona playing VfL Wolfsburg and Lyon taking on Paris Saint-Germain.

3. England group matches and final sell out for Women's Euro 2022

Tickets for England's three Women's Euro 2022 group matches and the final at Wembley have sold out.

The tournament begins on July 6 when hosts England play Austria at Manchester United's 75,200-capacity Old Trafford stadium.

More than 30,000 tickets for each of England's next matches, against Norway on July 11 and Northern Ireland on July 15, have been sold. The Norway match takes place at Brighton's 31,800-capacity Amex Stadium, with the Northern Ireland match at Southampton's 32,384-capacity St Mary's Stadium.

All 87,200 tickets have also been sold for the tournament final at Wembley on July 31. The current record attendance for a women's football match in England is 80,203, from the London 2012 Olympic final.

4. Northern Ireland manager apologises after saying "women are more emotional than men"

The manager of the Northern Ireland women's team has apologised after saying "women are more emotional than men" following a 5-0 defeat to England.

Kenny Shiels made the comments after the match, which attracted a crowd of 15,348, ended Northern Ireland's chances of qualifying for next year's Women's World Cup. He claimed women's teams struggled emotionally with conceding goals so would often then concede again soon after.

"I wish to apologise for my comments made in the post-match press conference last night. I am sorry for the offence that they have caused," Shiels said, [as reported by Sky Sports](#).

"Last night was a special occasion for the women's game in Northern Ireland and I am proud to manage a group of players who are role models for so many girls, and boys, across the country.

"I am an advocate for the women's game and passionate about developing opportunities for women and girls to flourish."

Here's what else is happening

✓ Tottenham Women head coach [Rehanne Skinner](#) has signed a new deal which will keep her at the club until 2024.

👉 Everton have reached an [agreement](#) for [Brian Sorensen](#) to become the Club's new Women's manager ahead of the 2022/23 season, with the Dane signing an initial two-year contract with the Blues.

✓ 28-year-old full-back [Ashleigh Neville](#) has signed a new contract with Tottenham Hotspur that will run until 2025.

👉 Xero has been named as [latest FIFA Women's Football Partner](#) under new commercial partnership structure. The multi-year agreement covers the FIFA Women's World Cup 2023 as well as the 2024 and 2026 editions of the FIFA U-20 Women's World Cup and FIFA U-17 Women's World Cup.

👉 Chicago Red Stars have announced the departure of [assistant coach Julianne Sitoh](#) who will be joining the University of Chicago as the head coach of their men's soccer team.

👉 Toppserien club Rosenborg BK Kvinner have revealed a turnover of €1.88 million in 2021 (€123 million). Despite the increase in turnover a surging wage bill cost the club a net loss of €0.6 million (€0.35 million).

✓ OL Reign have [signed midfielder Marley Canales](#), who was previously signed as a National Team Replacement player, to a contract through the end of the 2022 season.

👉 Washington Spirit and [non-profit organization District Sports](#) have signed a new partnership for the 2022 NWSL season as part of the Spirit's Alliance Partnership Program.

👉 Angel City Football Club have announced [Archer Roose Wines](#) as the team's [Official Wine Partner](#). The partnership with the Boston-based luxury canned wine company "stemmed from a shared value of supporting and elevating female trailblazers."

✓ Swedish topclub BK Häcken have made a new deal with [international Elin Rubensson](#) until 2025.

👉 Bayer 04 Leverkusen have had some busy weeks on the player transfer side. [Forward Alexandra Emmerling](#) joins from SV Meppen and central defender [Selina Ostermeier](#) comes from SGS Essen. On top of that the German side have renewed the contract with [20-year-old Juliane Wirtz](#).

✓ FC Cologne have signed 20-year-old midfielder [Lotta Cordes](#) from VfL Wolfsburg.

👉 Athletic Club and [forward Yulema Corres](#) have extended their contractual relationship until June 2024.

👉 The Real Betis Féminas player and [Guinean international Dorine](#) has extended her contract with the Betis women's first team for two more seasons.

👉 Villarreal CF and forward [Tere Morató Armengol](#) have reached a renewal agreement so that the Andorran footballer will continue to wear the yellow jersey for the next two seasons.

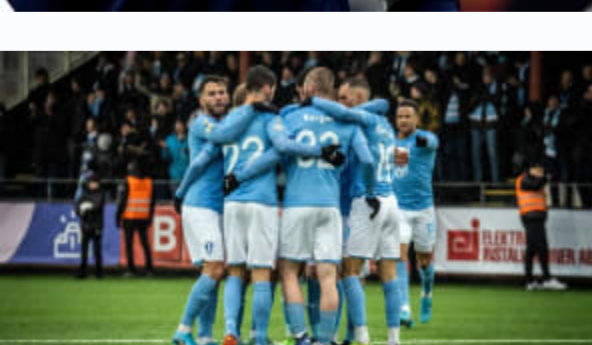
From Our Other Newsletters



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