

Sexist branding of football boots

L2 reading practice

Name _____ Date _____

Source: <https://www.manchestereveningnews.co.uk/whats-on/family-kids-news/nine-year-old-blasts-sexist-24211230>

Nine-year-old blasts 'sexist' Sports Direct over labelling of football boots

Summer says the retailer and other sports shops need to start marketing products as unisex

A nine-year-old has blasted Sports Direct for labelling its football boots for boys and not girls.

Summer Hoofe is campaigning for the retailer and other sports stores to market such products as unisex. The Bolton schoolgirl says it's unfair that every time she shops for new boots they are marked as 'boys' and has launched her own campaign – starting with a TikTok video – to get retailers to reconsider.



Summer Hoofe has blasted Sports Direct for labelling its football boots for boys and not girls (Image: Manchester Evening News)



The schoolgirl says it's unfair that every time she shops for new boots they are marked as 'boys' (Image: Manchester Evening News)

Explaining why she decided to make a video for social media, Summer said: "It's annoying that whenever I get new boots, they always say boys on them. It's not fair because lots of girls play football too. They shouldn't say they are for boys. Why are they boys' boots?"

"It shouldn't matter what colour or make they are; they should say unisex or just kids boots. Girls' feet are no different to boys' feet. Feet are just feet aren't they? They are all different shapes and boys' boots are no different to girls' boots, but you can't even find any in Sports Direct that even say girls on them."

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Summer, a pupil at Claypool Primary School in Horwich, plays for Wigan Junior Latics Blues boys team on a Saturday, Tiki Taka girls team on a Sunday and also plays for Bolton Futsal Club.

She lives with parents Charlene and Mark and is the youngest of six siblings - she has three brothers Blayden, 20, Toby 14, Ewan 12 and two sisters Rubie, 18, and Fearne, 17.

Charlene said: "She only started playing football two years ago and futsal four months ago, but she absolutely loves it and constantly has a ball at her feet. She's following in her big sister Rubie's footsteps as she's an avid footballer too.

"Summer is a massive Liverpool FC fan and she also loves Manchester United Women and Blackburn Rovers Women too."

She added: "Summer said all shops, not just Sports Direct, shouldn't be being sexist and should all change what it says on their boots that are for kids. She may only be nine but she really wants them to change this. She's a very outspoken child and lets her feelings be known."

A Sports Direct spokesperson said: "Sports Direct's mission is to use the powers of sports to champion the legend in everybody. We aim to make sport and fitness accessible to all, which includes launching our long-term initiative 'Equal Play', which addresses female inequality in sport.

"Alongside this, we continue to offer unique in-store experiences, such as the world's first bra studio, and offer design-led products with the female consumer in mind.

"Sport Direct acknowledges the store signage in question and is committed to updating these across the estate."



Summer started playing football 2 years ago (Image: Manchester Evening News)

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Questions:

1. Highlight two different language features in the text and complete the table below.

Language feature	
Example (quote from text)	
Language feature	
Example (quote from text)	

2. Highlight two organisational features in the text. What are they?

1	
2	

3. How long has Summer been playing football?

4. What are Sports Direct doing to promote equality in this area?

5. What does **unisex** mean?

6. Which **one** of the following statements is an example of informal language?

Nine-year-old blasts 'sexist' Sports Direct over labelling of football boots	
Alongside this, we continue to offer unique in-store experiences,	
She lives with parents Charlene and Mark and is the youngest of six siblings	
Sport Direct acknowledges the store signage in question	

7. Tick **all** the examples of opinion.

she's a very outspoken child and lets her feeling be known.	
We aim to make sport and fitness accessible to all,	
Girls' feet are no different to boys' feet	
has launched her own campaign - starting with a TikTok video	

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Questions 8-11

Replace the **highlighted** words. Keep the meaning of each sentence the same.

8. A Sports Direct spokesperson said: "Sports Direct's mission is to use the powers of sports to **champion** the legend in everybody."

9. Sport Direct acknowledges the store signage in question and is **committed** to updating these across the estate.

10. Nine-year-old **blasts** 'sexist' Sports Direct over labelling of football boots.

11. Sport Direct acknowledges the store signage in question and is committed to **updating** these across the estate.

12. Why is Summer Hoofe campaigning?

13. Which app is she using to campaign?

14. What does the word **outspoken** mean?

Discussion point

Is it a good thing to be outspoken? Why/why not?