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 Podcast: The Business case for woman's sport - Ep.#104 going for gold:

Ep.#104 going for gold: Lessons from USA swimming on uplifting woman's athletes, feat Shana Ferguson

ust in time for the Paris 2024 swimming competitions... 🗨

Episode #104 of 🗨The Business Case For Women's Sports, presented by [Ally](#), featuring Shana Ferguson from [USA Swimming](#).


USA Swimming has had quite a year leading up to the 2024 Paris Olympics.


ICYMI, the 2024 USA Olympic Trials took place at Lucas Oil Stadium in Indianapolis, Indiana – which is typically the home of the NFL's Indianapolis Colts.


The venue allowed for the biggest crowd in history for an indoor swim meet, and viewership across every night of the Trials averaged 3.4 million viewers on NBC, making it the most-watched Olympic Trials since 2016.

In this episode, hear Shana share valuable insights around championing gender equity, and why marketing & uplifting women's swimming has been a golden marketing strategy.

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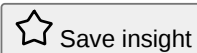
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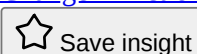
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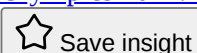
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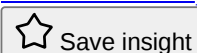
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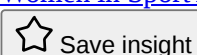
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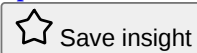
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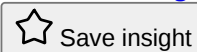
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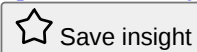
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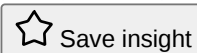
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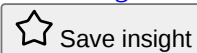
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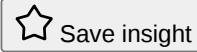
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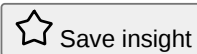
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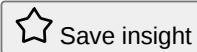
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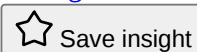
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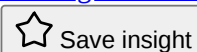
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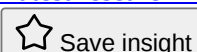
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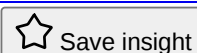
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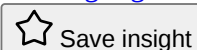


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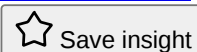
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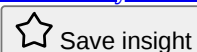
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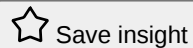
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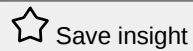
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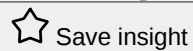
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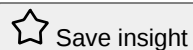
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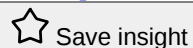
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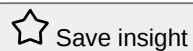
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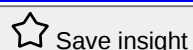
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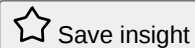
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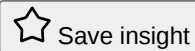
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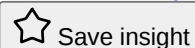
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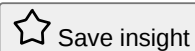
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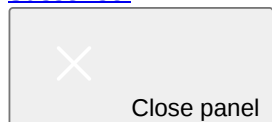
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