

## Swedish sports team stands up to gender stereotypes through unique jersey

Responses to demeaning comments linked to women's sports will be visible on the bandy team Skutskärs IF's new jerseys. Comments such as "one could think you're a man with your determination" and "women's sports are not sports" have been answered with sentences like "my determination has got nothing to do with gender" and "women's sports are sports", which form the stripes of the new jersey.

– With this jersey, we want to make something visible that all athletes with the "wrong" gender in their sport at some point experience. At the same time, we want to inspire more athletes to open up about it. Together, we can stand up against unnecessary gender stereotypes, says Skutskär's team captain, Ebba Fridlund.

The core of the new jersey, which was developed together with Grit Sportswear and is called "Out Of Line", comes from the players in the team's own experiences. Comments such as "one could think you're a man with your determination" and "women's sports are not sports" have been answered with sentences like "my determination has got nothing to do with gender" and "women's sports are sports". The sentences form the stripes of the new jersey, which goes in Skutskär's green and yellow colors.

– Our hope is that the jersey will become a symbol of the club's values and our work with gender equality in sports as well as in society, says Ebba Fridlund.

Bandy is the winter sport with the second most practitioners in the world – only beaten by ice hockey. It is played mostly in the Nordic countries and Russia. The game is similar to field hockey, although played on ice.

The launch of Skutskär's new jersey is taking place in connection with the season premiere on November 14. At the same time, Skutskär also encourages other athletes who go against the gender stereotype in their sports to tell their stories on social media under the hashtag #IdrottÄrFörAlla (#SportsAreForEveryone).

– This problem is far more widespread than just a few women's players in a single bandy club. Unfortunately, everyone who challenges the norm in their sport through their gender is at some point exposed to these violations. By getting more people to talk about their experiences, we hope to be able to start a conversation, says Ebba Fridlund.

Since advancing to the highest division in 2017, Skutskär has played three straight Swedish Championship finals, which has resulted in one gold medal and two silver. The club has also attracted attention in the media on several occasions for its commitment to gender equality.

Skutskär's men's team will also stand up against sports' gender stereotypes through their own version of the jersey. The men's jerseys consist of sentences that pay tribute to the players in the women's team on and off the ice.

The shirt was developed together with Skutskär's new partner, Grit Sportswear, a brand with a focus on bandy started by the elite player Patrik Johansson.

Read more about the Out Of Line jersey at [www.idrottarforalla.se/en](http://www.idrottarforalla.se/en)

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