WWE / Girl Up – Charlotte Flair Letter

When I was growing up, I never felt like I had a core group or someone to talk to that would understand me. No one could possibly share my fears, insecurities and have the same hopes and dreams. That’s why I love Girl Up.

Girl Up is a perfect place for young, inspired minds to brainstorm and empower future female leaders. We as women are stronger in numbers and having the platform to highlight women supporting other women is so important. There are a few key stats that come to mind that stress the importance of gender equality in sports. Compared to boys, girls are twice as likely to drop out of sports by age 14. Nearly 40 percent of high school aged girls do not participate in sports, compared to just 25 percent of boys. Just 29 percent of girls participated in two or more sports, while 47 percent of boys do. Sports are such an important part of a girls’ development in high school. Teen girls who play sports not only do better in school, but are more likely to have stronger leadership skills, higher self-esteem, stronger relationships and improved physical health.

At WWE, I have been fortunate enough to be at the forefront of the Women’s Evolution. For three straight days, during February of 2015, #GiveDivasAChance was a trending topic. The message from the WWE Universe around the world was clear – they wanted to see Female Superstars with deeper character development and competing in longer matches. Our Chairman and CEO Vince McMahon even responded with a tweet of his own: “We hear you. Keep watching. #GiveDivasAChance”. I am proud to have been among the Female Superstars that were given a chance to shine – and I have since become a nine-time WWE Women’s SmackDown Champion. Across WWE as a whole, WWE’s Women’s Division has gone through an evolution, and our female performers changed from “Divas” to “Superstars”. WWE now devotes more airtime to Female Superstars, which has allowed us to showcase our talents on a more frequent basis. In October 2018, WWE held the first ever all-women’s PPV, Evolution, selling out the Nassau Coliseum and trending #1 worldwide for two hours up against the MLB World Series and NFL Sunday Night Football. Then in April 2019 at WrestleMania 35, I, along with Becky Lynch and Ronda Rousey, were featured in the Main Event match – the first time women were featured in WrestleMania’s main event.

Gender equality will be a continuous fight, but from what I’ve learned with my experience with the Women’s Evolution and having the opportunity to share my path and success with gender equality, I hope to lead by example and express the power and importance of leadership!