

We've joined forces



to help close rugby's gender awareness gap

Great strides have been taken, and are continuing to be made, particularly with the younger



18-24 age category



42% ↑



Games featuring the Red Roses in the Women's Six Nations in 2024 saw a 42% rise in TV viewership year on year.



The popularity of the Guinness Women's Six Nations, amongst 18-24-year-olds has risen from 19% to 24% year-on-year.



Amongst Nat Rep, association of the Red Roses brand with the England Women's Rugby Union team has risen from 20% to 24%.

20% → 24%

Achieved a national record-breaking crowd at a Red Roses union 15s game at the England v France Guinness Women's Six Nations match.



Gender awareness

Amongst Nat Rep, awareness of the women's team is now just 15% less than the men, down from 25% in 2023.

The gender awareness gap is closing

2023	Red Roses			25% less
2024	Red Roses			15% less
	Men's team			

What can fans do to help us continue closing the gender awareness gap?



Attend a Red Roses' match day. Find tickets [here](#)



Watch Red Roses' matches on TV. Fixtures [here](#)



Follow the Red Roses' social media pages

[@redrosesrugby](#)

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Get involved in rugby union [@RFU](#)



Get to know the players

Forwards



Zoe Aldcroft
Gloucester-Hartpury
[@zoealdcroft](#)



Lark Atkin-Davies
Bristol Bears
[@larkdavies](#)



Sarah Beckett
Gloucester-Hartpury
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Sarah Bern
Bristol Bears
[@sarahbern3](#)



Hannah Botterman
Bristol Bears
[@hannahbotts](#)



Mackenzie Carson
Gloucester-Hartpury
[@mackcarson11](#)



Kelsey Clifford
Saracens
[@kelsey.m.clifford](#)



Amy Cokayne
Leicester Tigers
[@avfcokayne](#)



Liz Crake
Trailfinders Women
[@elizabethcrake1](#)



Maddie Feaunati
Exeter Chiefs
[@maddiefeaunati](#)



Rosie Galligan
Saracens
[@rosie_galligan](#)



Sadia Kabeya
Loughborough Lightning
[@sadiakabeya](#)



Alex Matthews
Gloucester-Hartpury
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Maud Muir
Gloucester-Hartpury
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Cath O'Donnell
Loughborough Lightning
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Marlie Packer
Saracens
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Connie Powell
Harlequins
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Morwenna Talling
Sale Sharks
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Bristol Bears
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Backs



Holly Aitchison
Bristol Bears
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Jess Breach
Saracens
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Abby Dow
Trailfinders Women
[@abby.dow](#)



Zoe Harrison
Saracens
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Tatyana Heard
Gloucester-Hartpury
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Natasha Hunt
Gloucester-Hartpury
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Megan Jones
Leicester Tigers
[@thanksmeg](#)



Ellie Kildunne
Harlequins
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Claudia MacDonald
Exeter Chiefs
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Lucy Packer
Harlequins
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Helena Rowland
Loughborough Lightning
[@helenarowland99](#)



Emily Scarratt
Loughborough Lightning
[@scaz13](#)



Ella Wyrwas
Saracens
[@ellawyrwas](#)