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* A PROFESSIONAL CORPORATION
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Commissioner Roger Goodell
NFL
345 Park Avenue,
New York, New York 10154

Dear Commissioner Goodell,

Cheerleaders are being exploited and mistreated solely because they are women. They are paid minimum wage and they are not paid for all the time that they work. The conditions under which they work are inhumane. The NFL has women who love football and the fans love their cheerleaders. Do not allow this exploitation to continue.

This is a national issue.

Lawsuits have been filed by Cheerleaders against the Buffalo Bills, New York Jets, Tampa Bay Buccaneers, Cincinnati Bengals, and most recently against the Houston Texans by five former cheerleaders that I represent along with Kimberly Spurlock of Spurlock & Associates, P.C.

Cheerleaders enhance the fans' experience. That is why they are part of the team and are routinely shown on televised broadcasts of football games. They come out onto the field filled with enthusiasm and excitement. They are an integral part of the teams that they cheer for. But they are not treated as team members. They are shown no respect.

While the NFL enjoys 9.2 billion dollars in revenue it turns a blind eye to how these women cheerleaders/athletes are treated.

These Cheerleaders deserve to be paid more than a mere pittance which bears no relationship to the value that they add or to the talent that they display week after week.

The NFL must act to protect all of the team members of NFL teams particularly the women that deserve so much and receive so little.

Exploitation of women, gender discrimination against women and the failure to pay

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women for all the time that they work must end.

The Houston Texans pay their cheerleaders \$7.25 an hour. They require each of the cheerleaders to show up at 50 appearances per season all over the City of Houston. The Houston Texans receive substantial compensation for these appearances, but do not share any of this revenue with the Cheerleaders. The Houston Texans also have these young women cheerleaders visit luxury suites of those who have chosen the Cheerleader package, but again the substantial fees that they charge are not shared with the Cheerleaders.

In order to gain a coveted position on the Houston Texans cheerleading squad my clients had to compete against more than 1,000 young women. They had no idea that being a Houston Texans cheerleader meant being exploited and mistreated simply because they are women.

These women need protection against exploitation. You must take action. We are looking to you to prevent these egregious acts on the part of greedy team owners who have no regard for women and exploit them shamelessly.

Women deserve respect and should be paid for the worth that they provide. The days when women would accept any crumbs that men would give them are gone- enough is enough.


It is time for the NFL to remedy inequities and force NFL teams to stop exploiting women. If not, you and the NFL can expect a backlash the likes of which will show the NFL what women's power is all about.

Please inform me as to what steps you plan to take to demonstrate leadership to remedy the sex discrimination in pay and working conditions for NFL cheerleaders.

We look forward to receiving your response in writing within one week from today.

Very truly yours,

ALLRED, MAROKO & GOLDBERG

A handwritten signature in cursive script that reads "Gloria Allred". The signature is written in black ink and is positioned above the printed name.

GLORIA ALLRED