

## **The Lionesses**

The England women's national football team, also known as the Lionesses, have been governed by the Football Association (FA) since 1993, having been previously administered by the Women's Football Association (WFA).



England played its first international match in November 1972 against Scotland. Although most national football teams represent a sovereign state, England is permitted by FIFA statutes, as a member of the United Kingdom's Home Nations, to maintain a national side that competes in all major tournaments, with the exception of the Women's Olympic Football Tournament.

England have qualified for the FIFA Women's World Cup five times, reaching the quarter-finals in 1995, 2007 and 2011, finishing third in 2015 and fourth in 2019. They reached the final of the UEFA Women's Championship in 1984 and 2009, and **won in 2022**, marking the first time since 1966 that any England senior football team had won a major championship.

## Nickname

The England women's national football team is widely nicknamed **the Lionesses**. The moniker was developed in-house by The Football Association's digital marketing department as a way of increasing the visibility and reach of the women's team to a dedicated women's football audience and community, particularly on social media. It was first used as a hashtag in June 2012 when the men's team was competing



in UEFA Euro 2012 at the same time the women's team was playing a crucial UEFA Women's Euro 2013 qualifier against Netherlands in a bid to help differentiate the coverage and allow people to follow the women's team more easily without getting lost in conversation about the men which was using the same generic #ThreeLions branding at the time. The name started to be used organically by fans and media outlets before The Football Association adopted it as an official brand identity, including with commercial and licensing partners, ahead of the 2015 FIFA Women's World Cup.

The name was also used in an updated version of the popular English anthem 'Three Lions' during England's ultimately successful Women's Euro 2022 run, which Fara Williams, Rachel Yankey, Faye White, Rachel Brown and Anita Asante performed along with Chelcee Grimes and original artists Lightning Seeds and David Baddiel (with another original artist, Frank Skinner, in attendance).





## Media coverage

England matches at selected international tournaments, friendlies, Euro and World Cup finals are now currently broadcast by ITV Sport (excluding Euro and World Cup finals) and BBC respectively. Previously, the Euro and World Cup finals were broadcast by Channel 4 (Euro 2017 only) and Eurosport.



## **Euro 2022**

England have been singing about football coming home for an age - but after the barren years of misery, it finally happened when the Lionesses were crowned European champions.

They beat old rivals and eight-time European champions Germany 2-1 after extra time on 31 July 2022. The wider context makes their triumph a seismic moment for women's football and the sport in general. In the evening Wembley sunshine, as the cup was raised into the air, England's magnificent Lionesses became Euro 2022 champions and had secured their place in history. England's women had won their first major trophy. An England senior football team had won its first major trophy in 56 years.



On a day when 87,192 packed Wembley, an all-time UEFA tournament record, coach Sarina Wiegman and her players made themselves legends.

England's women were centre stage. Winners. No-one can ever take this away from them.

The years of disappointment were over. England's football had a success story - a winning story - to tell at last, and no-one deserved it more than a coach and squad that have quite simply changed the face of women's football in this country throughout a flawless, superbly managed Euro 2022 campaign over the past month.