

## ES Views:

Twitter: [@esviews](#)

Email: [esviews@standard.co.uk](mailto:esviews@standard.co.uk)

- Friday 2 February 2018 17:03

### Grid girls send out outdated message

The decision by many sporting events and organisations to discourage using women as ornamental objects is justified. There is nothing illegal about these jobs, and many women make a legitimate living from them, but the practice sends an unhelpful and outdated message about women's place in society — within the events industry in particular.

Future generations will probably look back on this transition bemused and wonder: "What took them so long to stop this?"

**Peter Vlachos,**

**Department of Marketing, Events and Tourism**

**University of Greenwich**