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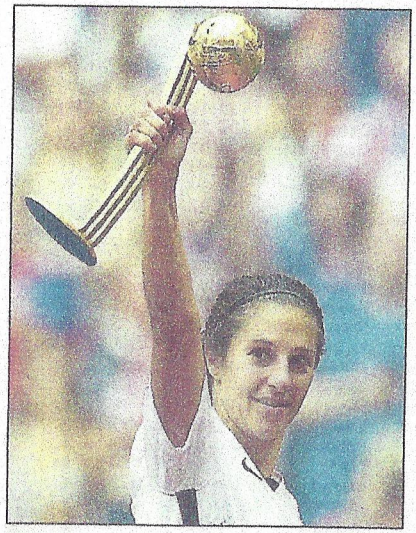


Lloyd, teammates have big platform

It was a historic showing by Carli Lloyd, registering the earliest hat trick in a World Cup final by a man or woman, scoring three times in the opening 16 minutes in the U.S. victory over Japan.

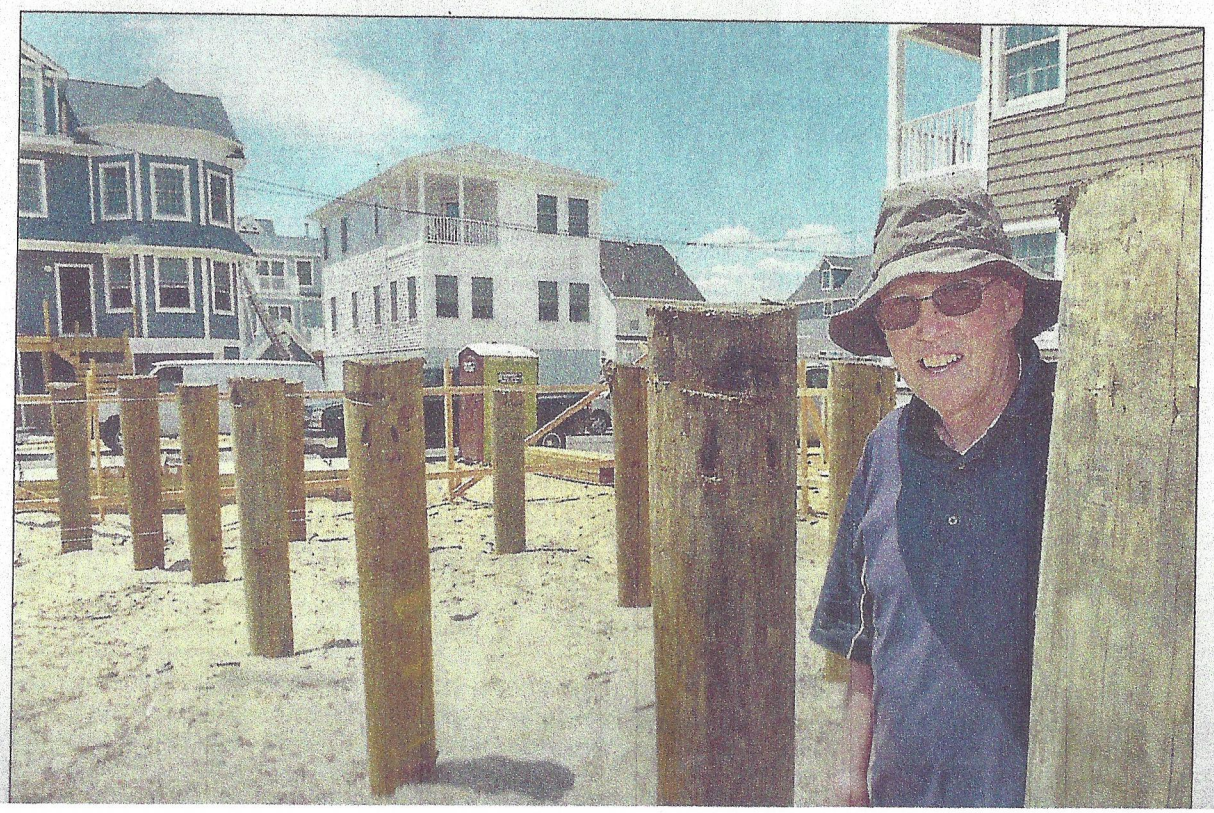
Now that the confetti has settled, it remains to be seen whether Lloyd and her teammates can reach the rock-star status of past champions.

"I would align this to the '99 team," said Steve Rosner, co-founder and partner of 16W Marketing. "I think there are a couple of players that can do that on this team, with Carli being one of them."

— Complete story on S-1

Cosby got drugs to give to women

Closer to home at the Jersey Shore

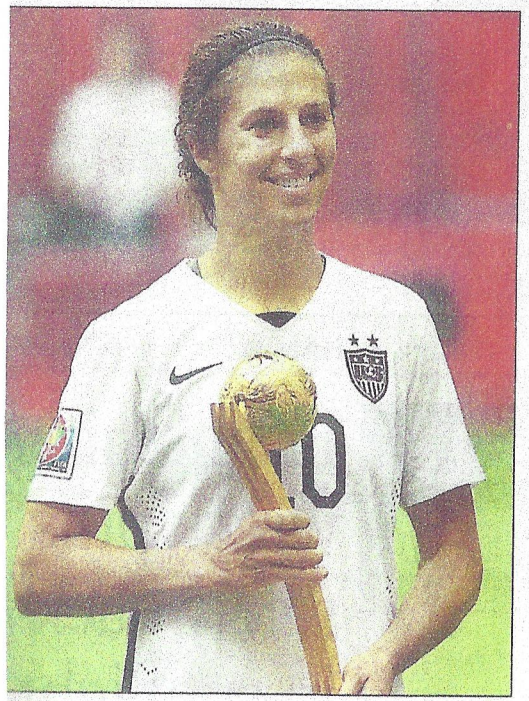


The Record

Sports

Serena Williams beats sister Venus to advance to Wimbledon quarterfinals. 3

Where are the now? William Paterson basel great Paul Bumbaco.



ASSOCIATED PRESS

arli Lloyd and her teammates have gone om soccer players to rock stars overnight.

Leaving a lasting impact

Endless possibilities for Lloyd, U.S. women's team

STEVE POPPER

ON SOCCER

The confetti had not finished falling on Carli Lloyd and her U.S. Women's National team in Vancouver after their World Cup final win over Japan on Sunday when already a mischievous fan had altered her Wikipedia page, shifting her position from midfielder to president of the United States.

Maybe it wasn't that far off because the actual president, Barack Obama, tweeted his congratulations soon after and extended an invitation to the White House for the team that had just secured the first World Cup for the United States in 16 years.

And Lloyd, a New Jersey native who played collegiately at Rutgers, had put on an historic performance, netting the earliest hat trick in a World Cup final by a man or woman, scoring three times in the opening 16 minutes.

If the team suddenly had entered the nation's psyche to become rock stars, Lloyd was Bruce Springsteen – a native daughter who went from a small New Jersey working town to a worldwide spotlight.

Lloyd wasn't the biggest star before the game, but she and her teammates now may have a lasting place in history, pushing the game, and themselves, forward.

Modell's Sporting Goods reported that its inventory of Lloyd T-shirts had sold out online before the stores even opened Monday morning.

"I think there are endless possibilities for her, whatever she wants to do," said Meg Ryan, Lloyd's teammate for two years at Rutgers and now an associate head coach.

"I can't imagine her not continuing to play because she loves the game so much. But whatever she wants to do she can do. In the semifinal she stepped up for a huge penalty kick and if you looked at her face you saw the determination. It's just like that facial expression, nothing is going to stop her."

The game will go on for Delran native Lloyd, now 32 years old, and certainly bound for a spot on the U.S. Olympic team next summer. She s likely to be a part of the national t that heads to the next World Cu four years. But this game, on this s set Lloyd and her teammates as a of soccer's future.

It was the most viewed soccer g in American television hist watched by an average of 25.4 mil on Fox, and with the additior NBC's Telemundo telecast, which

See POPPER Page

Party continues

The U.S. women celebrated the first World Cup title since 1999 w a special event in Canada. S-7

Popper: Endless possibilities for Lloyd

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eraged 1.27 million, the audience averaged 26.7 million, peaking at 30.9 million as the game ended.

Some of the hysteria, fueled by a patriotic fervor as much as a love for soccer, will fade over time. By Monday, her Wikipedia page had returned Lloyd to midfielder. But the television ratings, the sold-out crowds in Canada for the tournament, and the massive crowds across the United States gathered to watch in places such as Chicago's Lincoln Park, signaled that this was more than a one-night infatuation between fans and the U.S. women's team.

"I would align this to the '99 team," said Steve Rosner, co-founder and partner of 16W Marketing. "I think back then they were really the toast of the town, toast of the sports world for a good amount of time and continue to be so even 15 years later. Brandi Chastain, Mia Hamm, Julie Foudy, they all have gone on, not just continuing playing after the World Cup, but they have become goodwill ambassadors for the game, and for women's sports in general.

"I think there are a couple of players that can do that on this team with Carli being one of them. Yes, she had this great game, which will always live on in women's soccer and will continue to be with her, but this also gives her a platform to raise the flag for women's soccer moving forward, just as her predecessors did."

Abby Wambach and Megan Rapinoe were the veteran leaders of this squad and Alex Morgan was the cover girl.

According to MVPIndex, the most followed women's soccer player across the social media platforms is Morgan, with nearly 5 million followers. Goalkeeper Hope Solo is next with just under 3 million and Wambach is next at 1.2 million. Lloyd was under a million before the game, but that number certainly will jump after her performance on the biggest stage.

"The opportunities for athletes, male or female, in emerging sports, because of social media, are greater than ever before," said Joe Favorito, professor of sports marketing at Columbia University.

"The only downside is that there is no daily place to go and see them because the women's professional league is not nearly what the MLS is. But these women are brand savvy and with the Olympics next summer, they are recognizable names – not just one or two, but 10 or 15 of them. Carli, Abby, they have potential way beyond soccer. They're easily recognizable with a young demographic and that's what everybody wants."

The sport has grown exponentially since the 1999 team captured the imagination of young girls across America, where the number of players exceeds that of all other nations combined. The number of kids playing is exceeded only by baseball, and the television audience for the World Cup has overtaken the World Series.

"I've always argued that until such time that there is regular TV coverage there will be no significant change in skill levels," said Ashley Hammond, president of Sports Domain Football Club in Montclair.

"Kids watch and they emulate. It's the constant exposure that does it. The British leagues that are now televised have become so much more accessible here and that missing component has already impacted the boys game. You will now see it impact the girls."

It's hard to imagine it raising more impact than it did for Lloyd. It wasn't just her moment as president on the Internet, but a Twitter campaign lobbying for her face to be on the $10 bill. If it felt like a star was born Sunday, it was actually 32 years in the making. And maybe for Lloyd and her teammates it is just the beginning.