

All the Stuff You Don't Want to Miss This Month

From the women who got female cyclists into the Big Race...to the problem with the word *pushy*.



Keep your eyes peeled for megatalent Marianne Vos, 27 (front), one of the top contenders in the July 27 event.

Women in the Tour de France? *Mais Oui!*

Imagine this: You're one of the premier athletes in the world, and yet you can't take part in your sport's top competitive event—simply because you're a woman. That, for the past century, has been the case for female cyclists, barred from entering the Tour de France for most of the race's 111-year life span. (Organizers briefly held a shortened women's race alongside the men's from 1984 to 1989, but financial woes led to its demise.) Now professional cyclists **Kathryn Bertine, Marianne Vos, Emma Pooley,** and world-champion triathlete **Chrissie Wellington** have banded together to change everything: As a result of their lobbying on behalf of fellow female athletes, there will be a one-day women's race, dubbed La Course, on

July 27, the last day of the 2014 Tour. It will be broadcast in 147 countries, and, impressively, the winner will take home about \$30,600, the same as the men's winner that day. "If we can get people around the world to watch the race, it will be an enormous success," says Bertine. "Every view will count as a voice for our sport." Tune in at 7:30 A.M. EST on Universal Sports Network. —*Danielle Kosecki*

THE TRUTH ABOUT "PUSHY" WOMEN

When *New York Times* executive editor Jill Abramson was fired in May, one word kept popping up in media descriptions of her: *pushy*. Georgia State University linguistics researcher Nic Subtirelu noticed it, analyzed newspapers, novels, and speeches from 1990 to 2012—and found that women are called pushy almost three times more often than men. A harmful label? Yes, he tells *Glamour*: "Pushy means someone is exerting authority over me in a way I resent, because I don't accept her as an authority figure." (Men were almost twice as likely to be called condescending, "which describes an abuse of power—but doesn't question their power to begin with.") Easy fix: Before you describe a woman at work, pause and think, Would I use this word for a man? —*Maggie Mertens*



for altering social attitudes, including those toward girls' education; other research backs that up: In Egypt and Afghanistan, for example, fathers who had seen female characters in school on local versions of *Sesame Street* were more open to sending their own daughters into the classroom. "In some countries girls are needed at home to help with the household and younger siblings," says Sesame Workshop consultant Charlotte Cole, Ph.D.; they can't envision themselves having the opportunity to go to school. "But these characters provide role models to girls, and change the way adults think about education." —*Ashley Mateo*

THE SESAME STREET EFFECT

HEY, IT'S OK...

...to turn down weekend plans so you can go to bed before 10:00 P.M. Beauty sleep is a real thing.

...if the last item you bought at a kitchen store was a pretty bowl for jewelry.

...if you still haven't read *Gone Girl*. You've got two months, three days before the movie.

...to put ice in your red wine. It's summer. And you know what you like.

...to google "How to fold a pocket square" on the way to the wedding and then fix his like you knew all along.

...if a teenager is your Twitter role model. Looking at you, Maude Apatow.

...if you can totally outgrill him. Pass the tongs, babe.

UMM, NOT OK...
...to visit a foreign country and not even attempt the language. ¡No lo hagas!