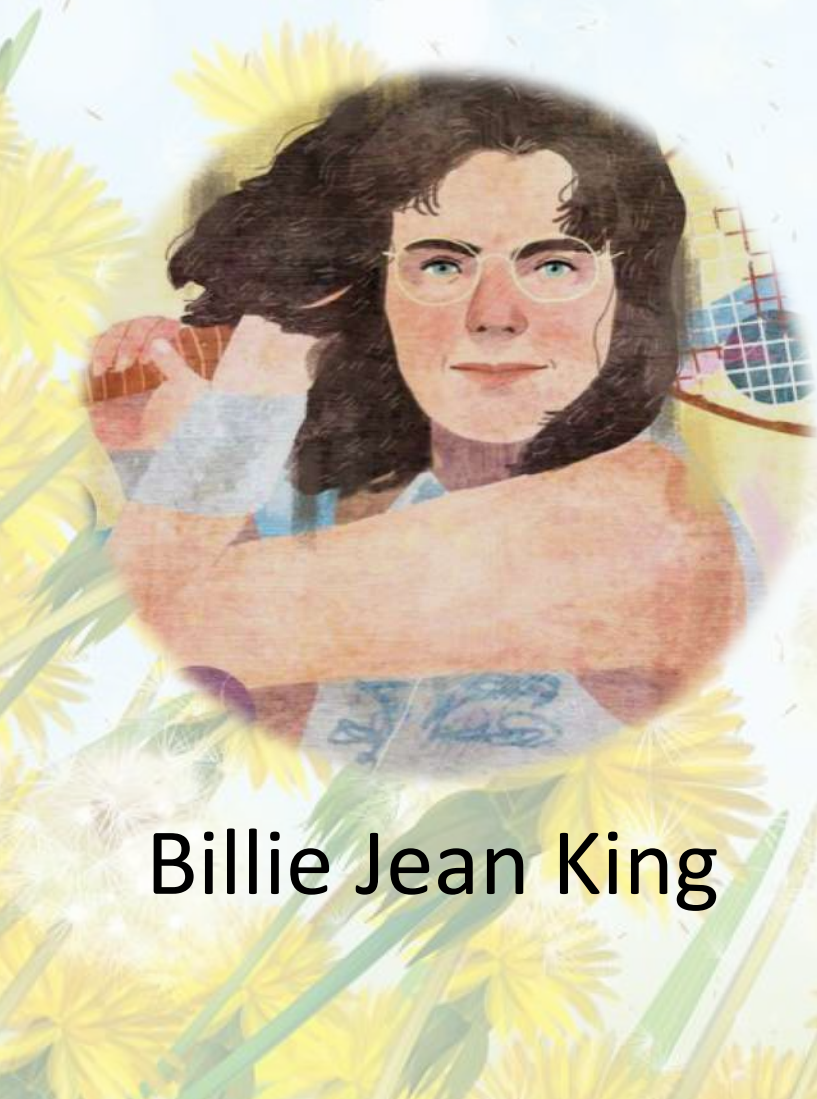


Girls Who Grew Up to Change the



Billie Jean King



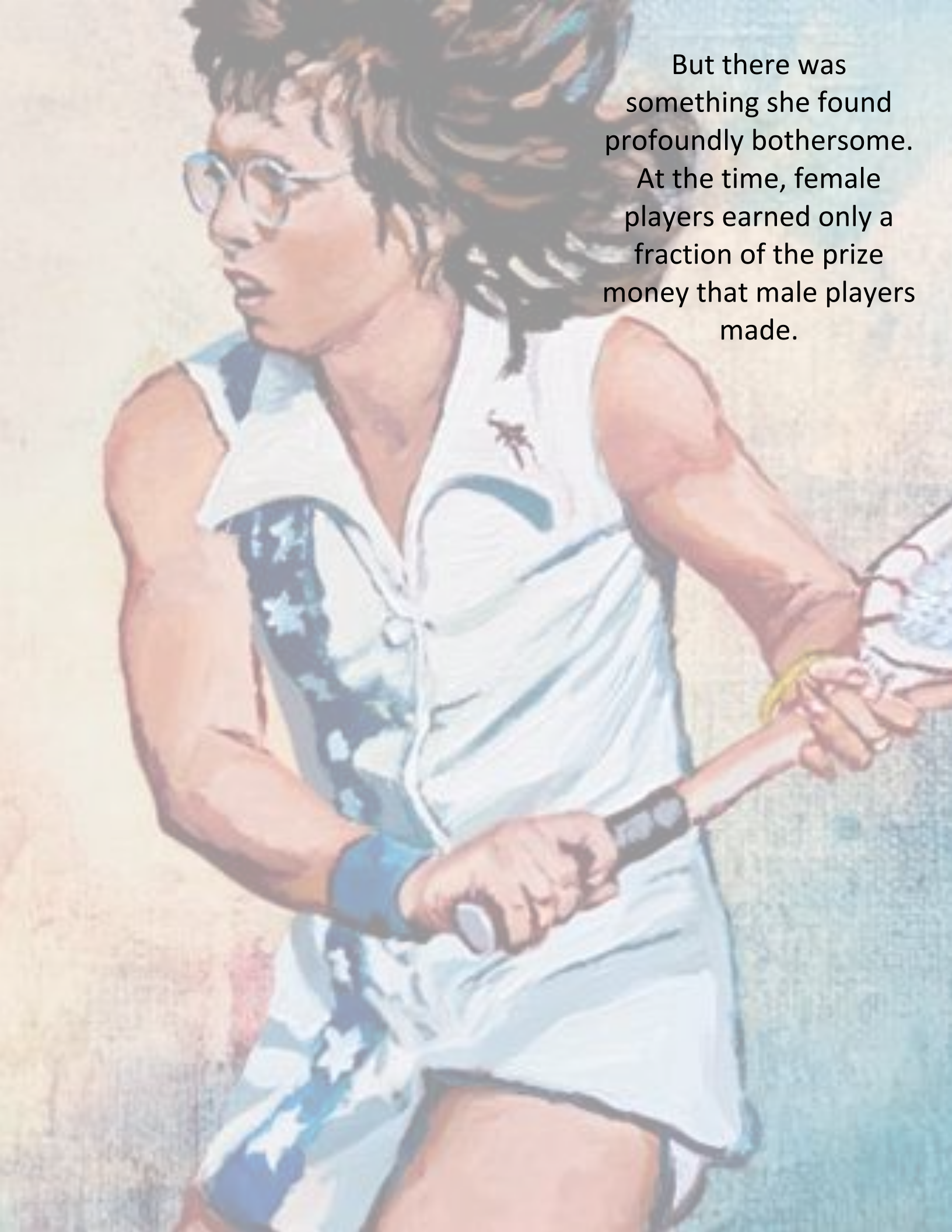
Brenda Milner



Billie Jean King
Tennis Player

Once there was a formidable tennis player called Billie Jean. She was a great champion who won all the most important tennis tournaments of her day.



A painting of a female tennis player in a white and blue star-patterned outfit, holding a tennis racket, with text overlaid on the right side.

But there was something she found profoundly bothersome. At the time, female players earned only a fraction of the prize money that male players made.

“Why should women put up with being paid less?” Billie Jean protested.

“We sell the same number of tickets.”

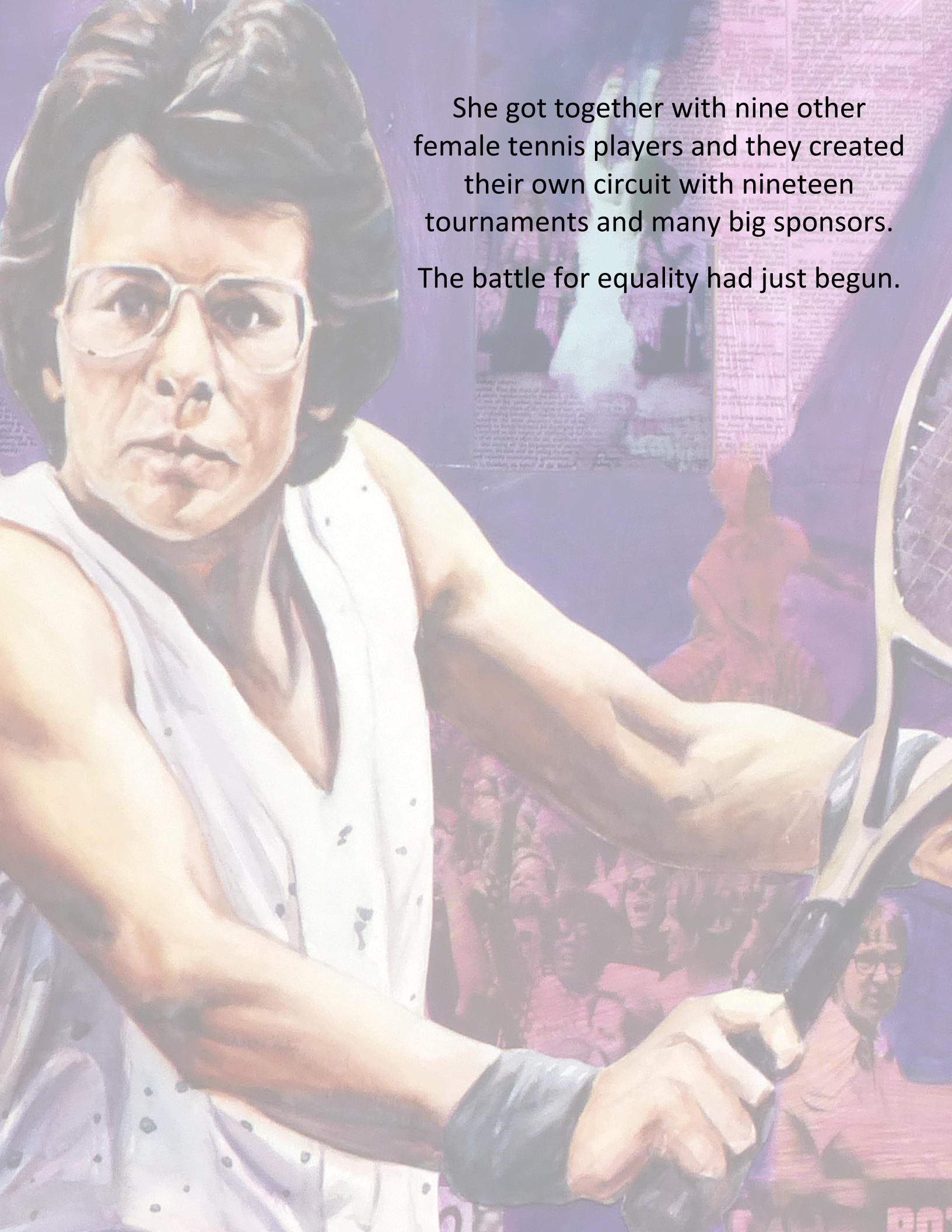
“That’s just how it is,” the tournament organizers replied.



Do something about it," she said, "or I will boycott your tournament."

The tournament organizers laughed at her, but she wasn't joking.



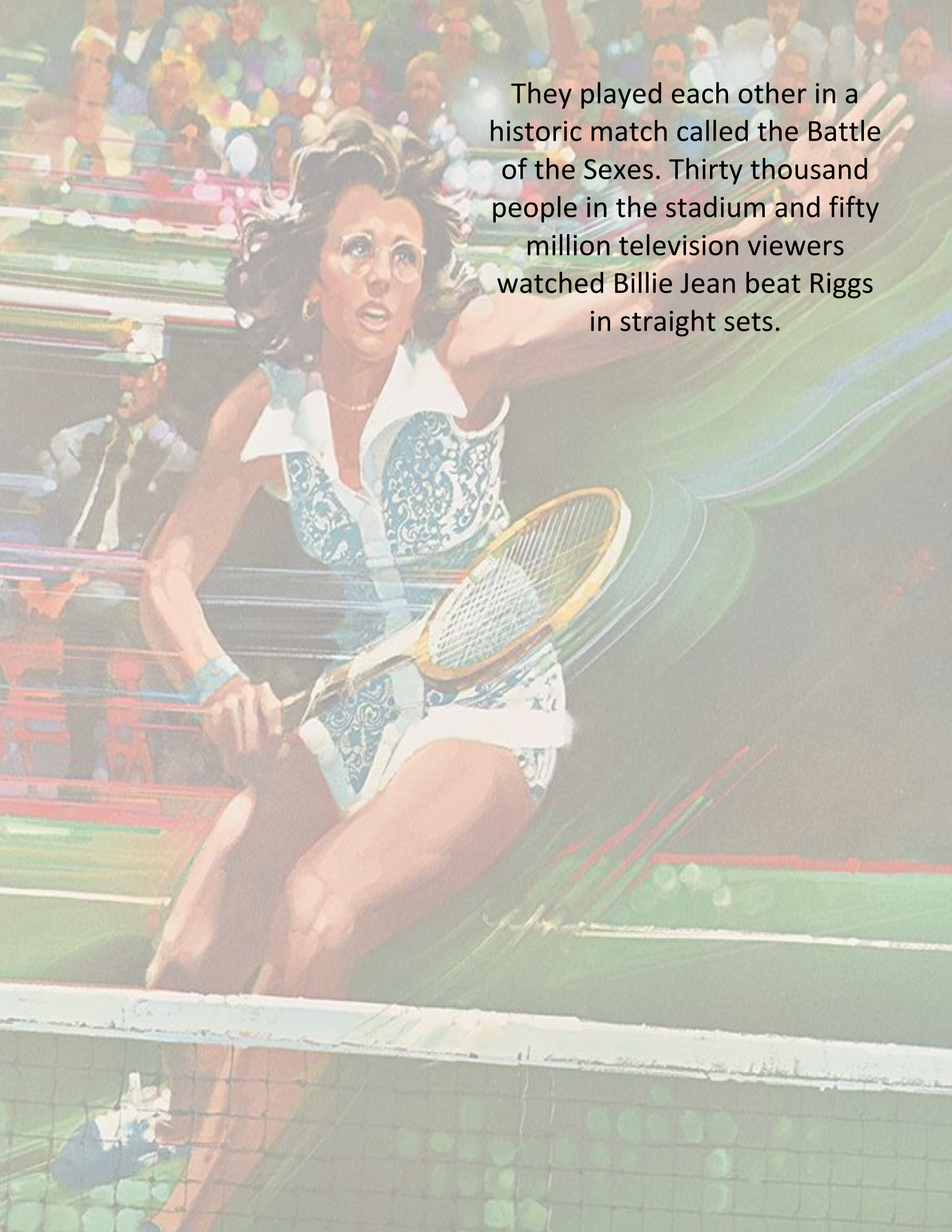


She got together with nine other female tennis players and they created their own circuit with nineteen tournaments and many big sponsors. The battle for equality had just begun.

“A woman’s place is in the kitchen, not on the tennis court,” proclaimed Bobby Riggs, a male tennis player who strongly believed that women were worth less than men.

“Oh yeah?” said Billi Jean. “I’ll show you.”





They played each other in a historic match called the Battle of the Sexes. Thirty thousand people in the stadium and fifty million television viewers watched Billie Jean beat Riggs in straight sets.

Organizers of the US Open finally met her demand, making it the first major tennis tournament to offer equal prize money to men and women.



Thanks to Billie Jean, today tennis is one of the few sports where female and male athletes achieved equal pay in all the biggest tournaments.

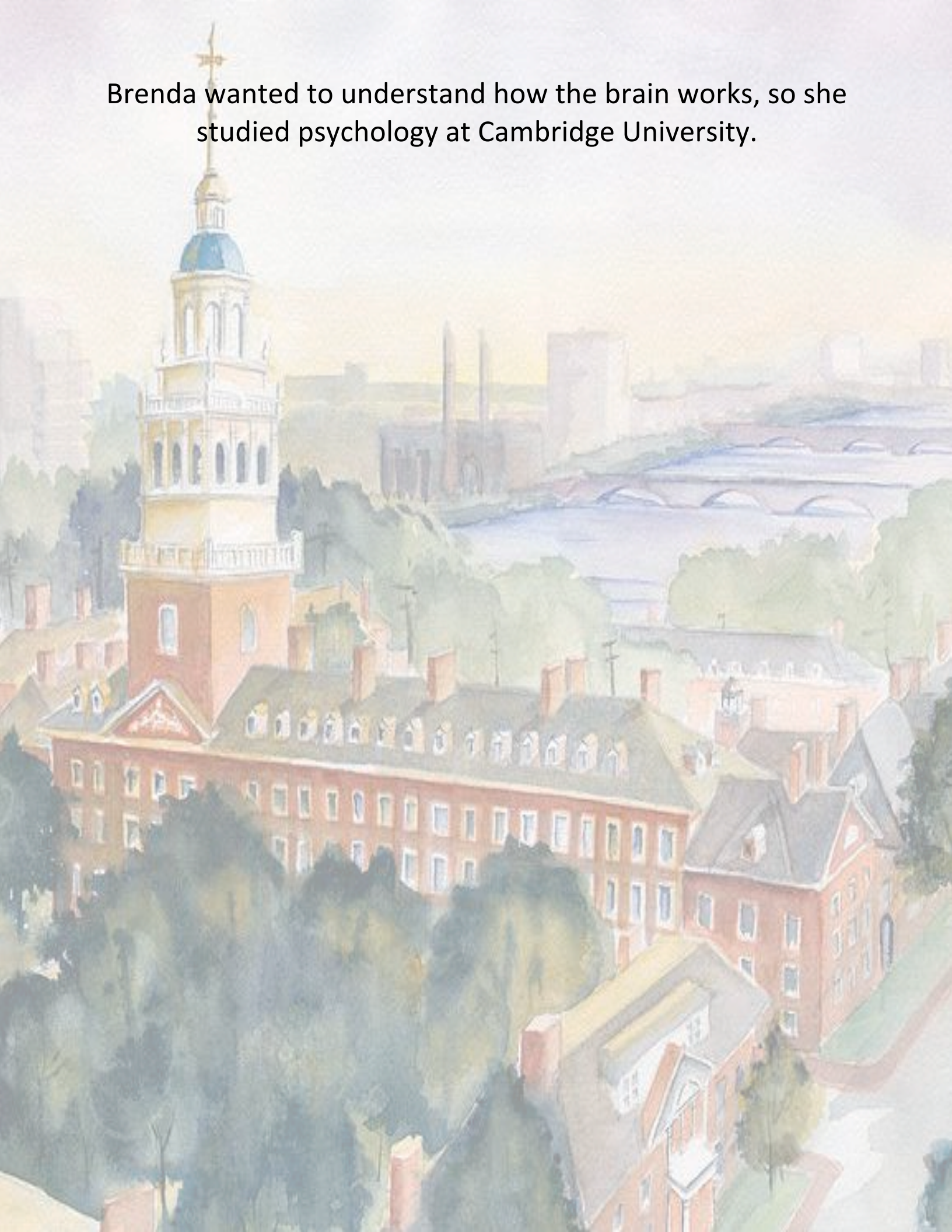


Brenda Milner

Neuropsychologist

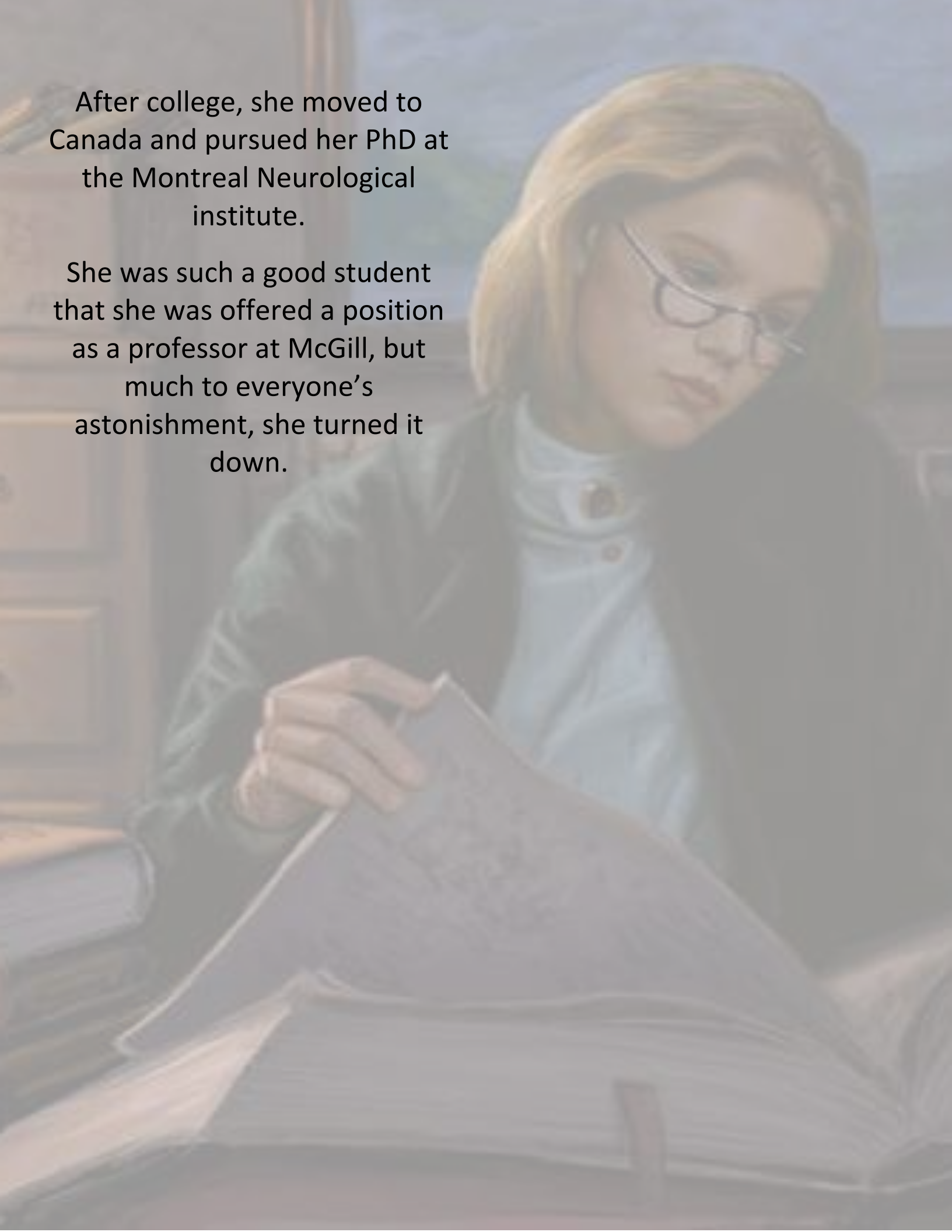


Brenda wanted to understand how the brain works, so she studied psychology at Cambridge University.

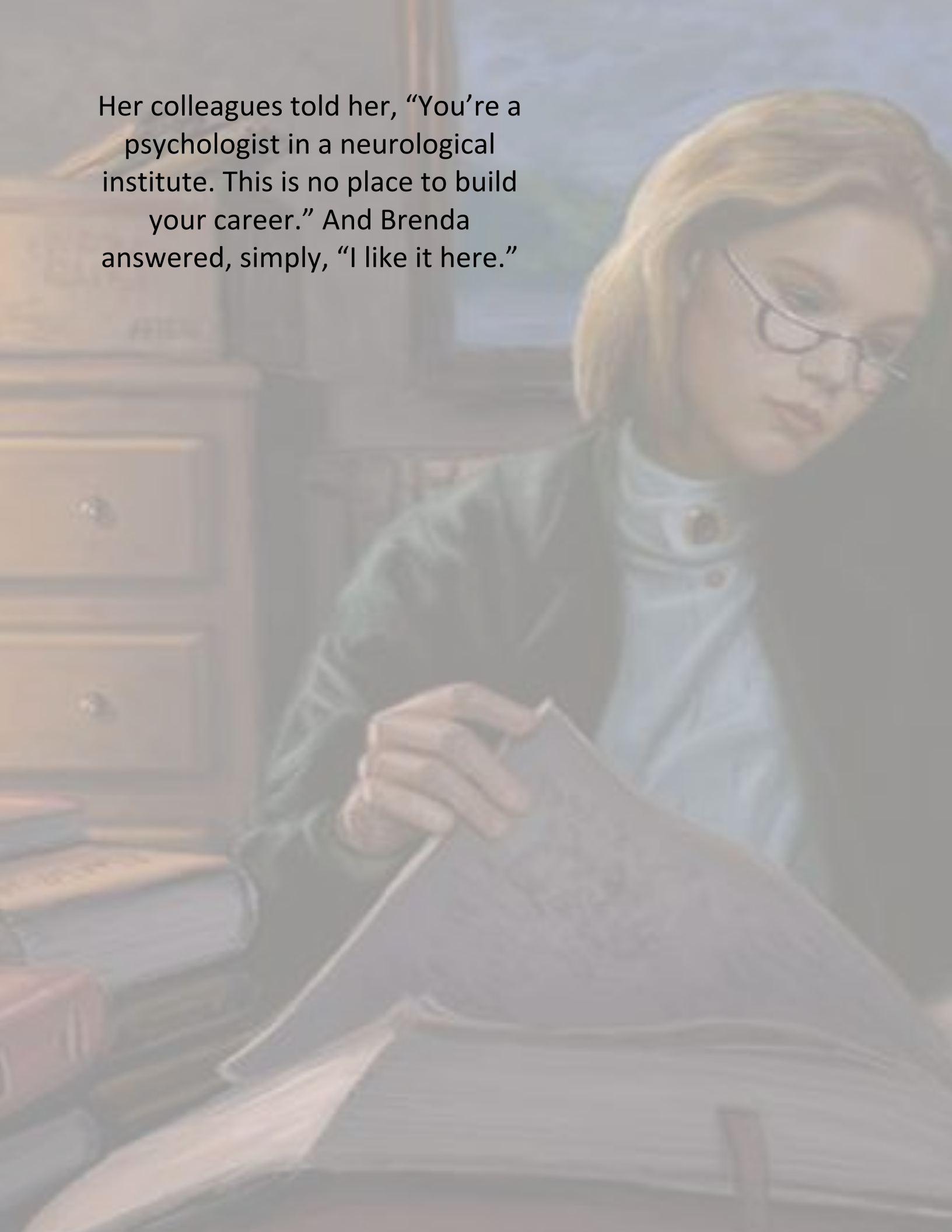


After college, she moved to Canada and pursued her PhD at the Montreal Neurological institute.

She was such a good student that she was offered a position as a professor at McGill, but much to everyone's astonishment, she turned it down.



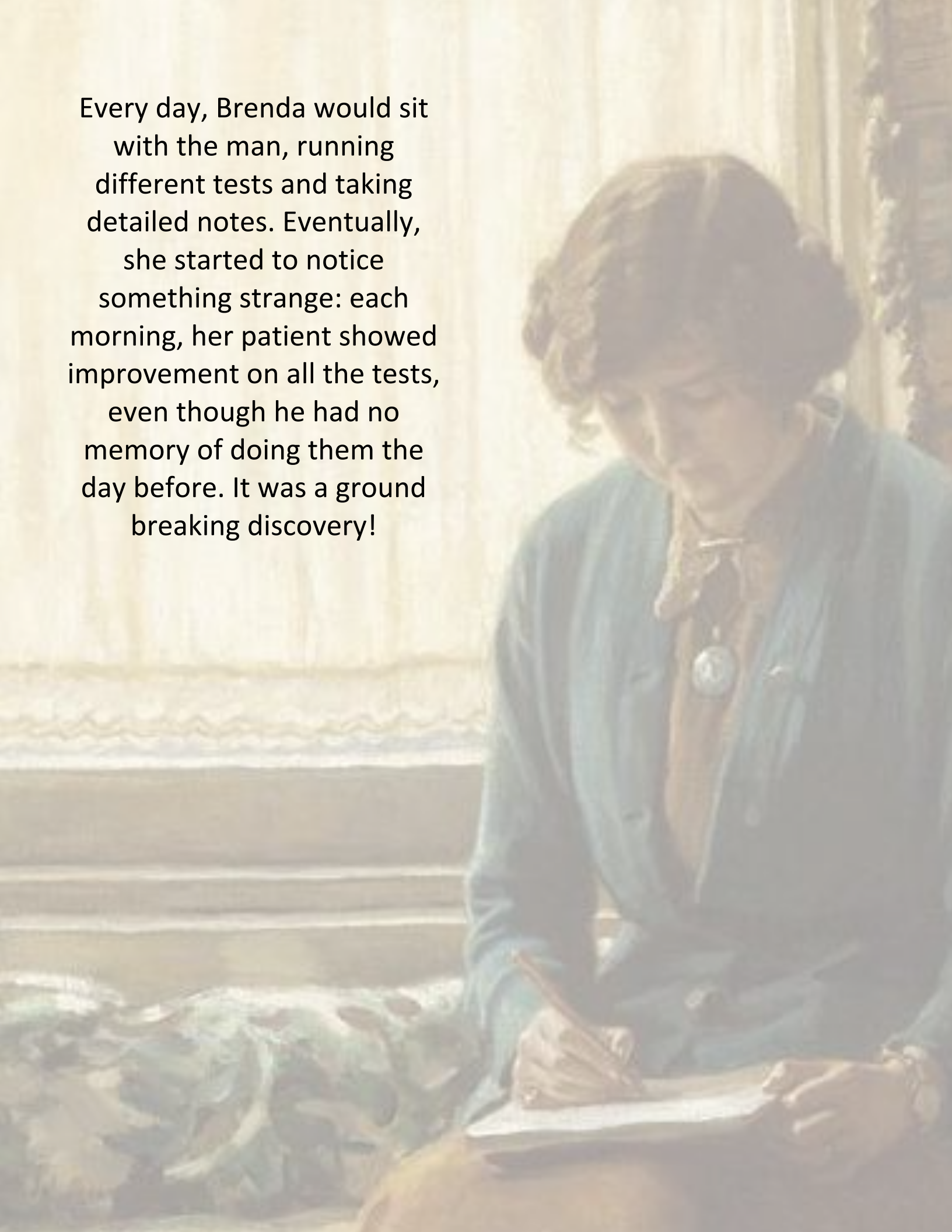
Her colleagues told her, “You’re a psychologist in a neurological institute. This is no place to build your career.” And Brenda answered, simply, “I like it here.”



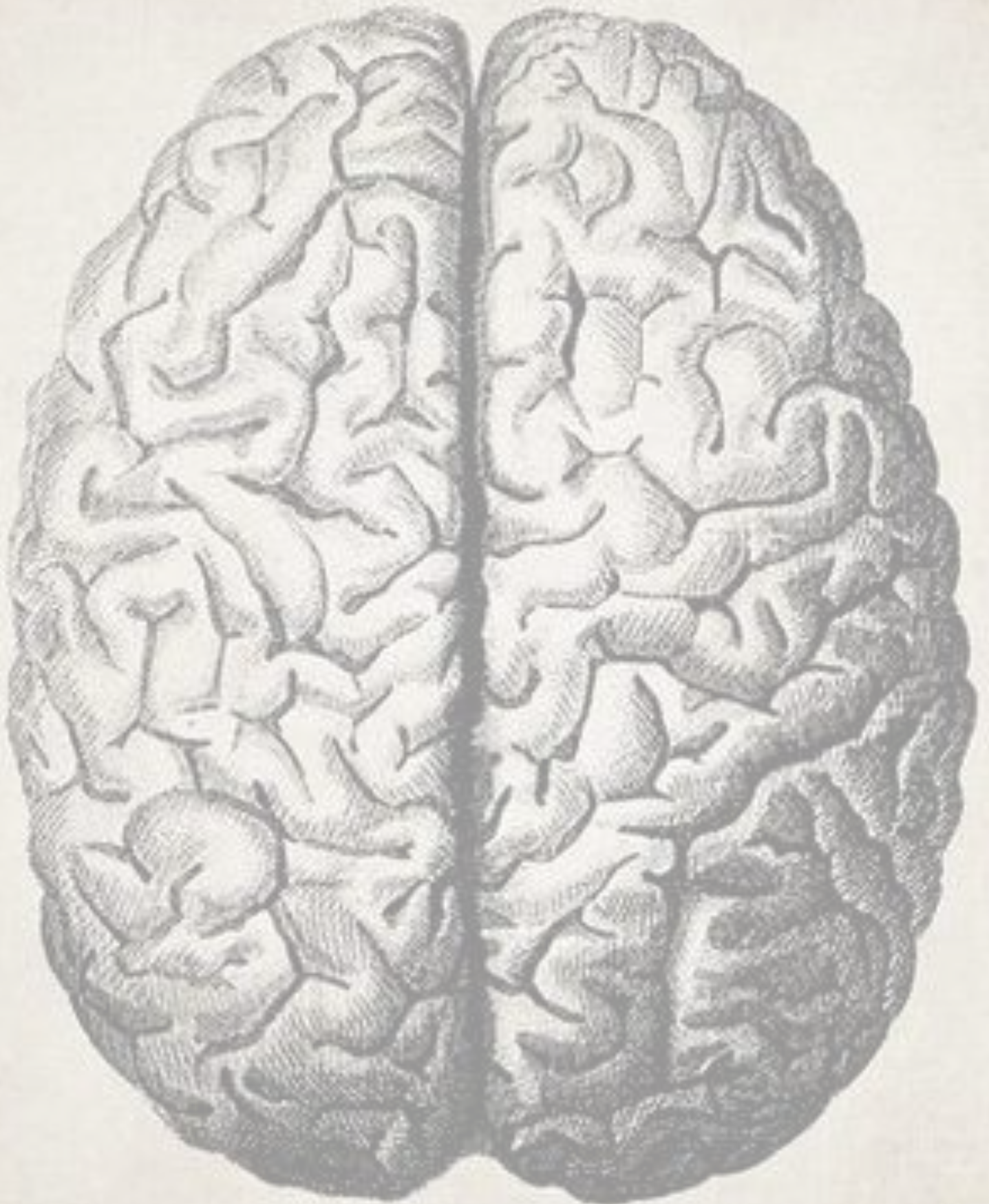
Shortly after, she was asked to work with a special patient who had undergone surgery to remove the temporal lobes on both sides of his brain, making it impossible for him create new long-term memories.




Every day, Brenda would sit with the man, running different tests and taking detailed notes. Eventually, she started to notice something strange: each morning, her patient showed improvement on all the tests, even though he had no memory of doing them the day before. It was a ground breaking discovery!



Brenda realized that the brain has at least two different memory systems: one that handles names, faces and experiences, and a second that handles motor skills, such as swimming or playing the piano.

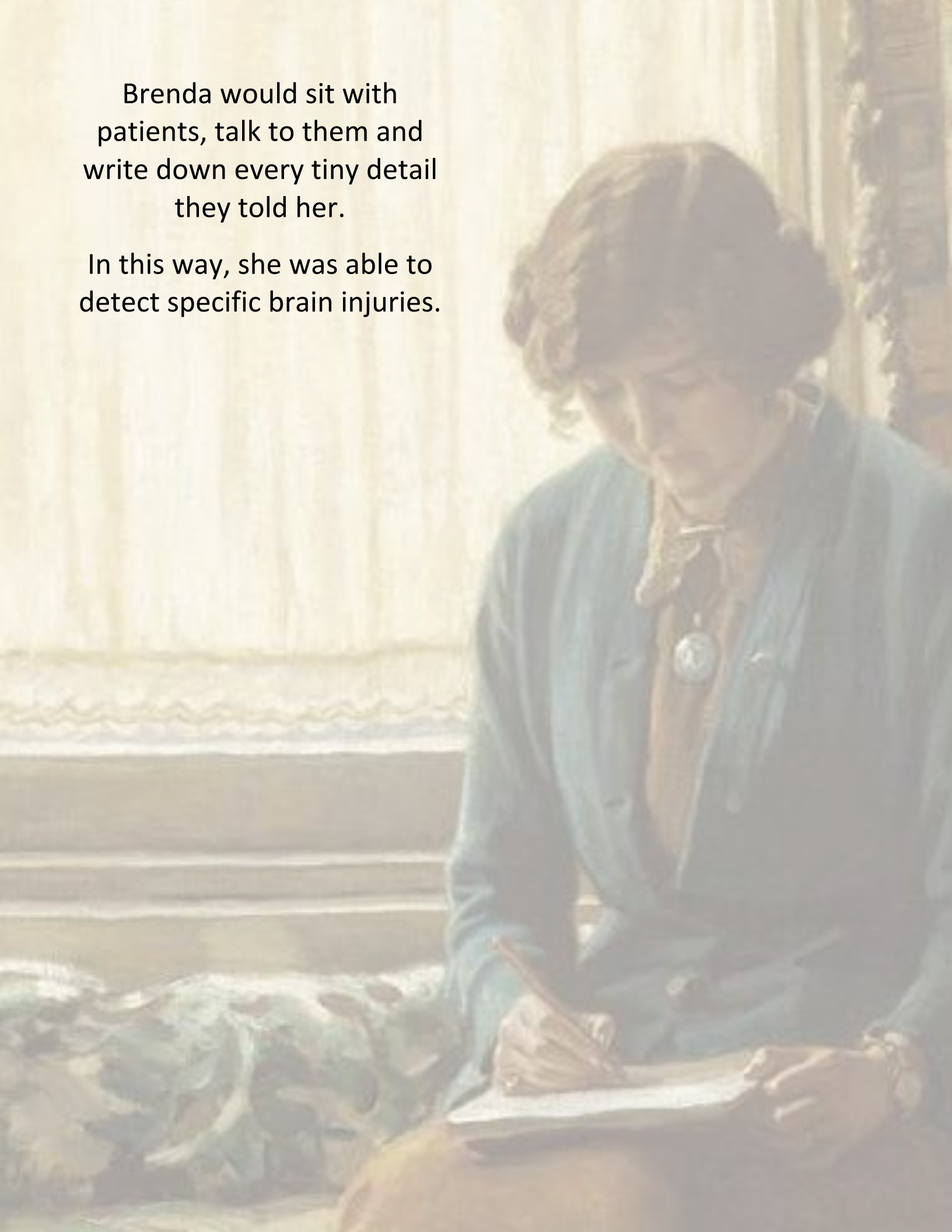




***“It was the most exciting
moment of my life,” she
recalled.***

Brenda would sit with
patients, talk to them and
write down every tiny detail
they told her.

In this way, she was able to
detect specific brain injuries.



Brenda is considered the
founder of neuropsychology
and one of the world's
leading experts on memory.



