



Written by [Michael Tennant](#) on August 21, 2022

## Conservative Group Goes on Offense With Ad Showing Insanity of Men in Women's Sports

A conservative organization is launching a multimillion-dollar advertising campaign to defeat “the woke ideology of sheltered white liberals,” with its first [television spot](#) taking aim at the notion that men should be allowed to compete in women's sports.

“She trains at 6 a.m. every morning,” the ad's narrator intones over footage of a female athlete preparing to run a race. Another female runner “spent years working to shave off seconds,” while a third is “the captain of her school's team.”

The next entrant, however, is undeniably male. “He's just a mid-pack finisher,” says the narrator. “But not today.”

As the race commences, the male athlete quickly takes a commanding lead over all his competitors. “Unfortunately,” the narrator remarks, “this competition was over before it even began.”

“Woke left-wing politicians are destroying girls' sports,” he declares. “Tell [President Joe] Biden and his radical allies: no men in girls' sports.”

As the ad concludes, “Vote to stop the insanity!” appears on the screen.

The 30-second spot, titled “Game Over,” is the product of [Citizens for Sanity](#) (CFS), a nonprofit with ties to Republican operatives including veteran GOP strategist John Brabender, who produced the ad, and Ian Prior, the organization's strategic consultant who also serves as executive director of Fight for Schools, the group whose opposition to Critical Race Theory played a major role in the 2021 Virginia governor's race.

Despite its connections to a political party that frequently shrinks from battles with the radical Left, CFS isn't afraid to go on offense — and even to ruffle some feathers in the process.

In cities across the country, it has previously placed billboards bearing such slogans as “Violent criminals deserve our compassion and respect. This fall, stand strong for progressive values”; “Open the jails. Open the borders. Close the schools. Vote progressive this November”; and “Protect Pregnant Men from Climate Discrimination.”

“The woke ideology of sheltered white liberals is a mortal threat to American liberty, security and prosperity,” Prior said in a statement to [Politico](#).

“Citizens for Sanity is not an ideological organization: we stand for reason, common sense, objectivity, equality, the neutral rule of law, and open scientific inquiry — everything the radical left now stands implacably against,” he added. “And we are using these messaging campaigns to alert Americans to the urgent need to defeat and repudiate woke insanity before it destroys America.”



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*Politico* was certainly not amused by CFS's output. It called the organization "a conservative 'dark money' group" and actually had the nerve to complain that the "Game Over" ad "underscores the increasing focus on the right on gender issues" — as if the Left hasn't been shoving the transgender agenda down Americans' throats for years now. Indeed, as *Politico* notes, "Transgender women have been allowed to compete in women's categories in the Olympics since 2003 and the NCAA since 2010."

The ad's reference to the ease with which transgender females can beat biological females in athletic competitions isn't a made-up scare tactic. It has, in fact, [happened repeatedly](#) in recent years in sports as varied as [swimming](#), [wrestling](#), and even [mixed martial arts](#) (MMA), in which a transgender "woman" fractured his biological-female opponent's skull.

The reason for this, of course, is that men are, on average, bigger and stronger than women. As FINA, the international body governing swimming competitions, explained in [banning transgender women from women's events](#), "Biological sex is a key determinant of athletic performance, with males outperforming females in sports ... that are primarily determined by neuromuscular, cardiovascular, and respiratory function, and anthropometrics including body and limb size."

FINA isn't alone in demanding that only real women compete against other women. The [World Boxing Council](#) has prohibited transgender fighters from competing at all, and the [International Cycling Union](#) has tightened its requirements for transgender competitors.

In other words, CFS is battling genuine threats from the far Left — and doing so with both humor and truth. According to *Politico*, the group's ads will appear "in battleground congressional districts," though thus far it has "focused its efforts on Hispanic-heavy congressional districts in Texas, New Mexico, Colorado and Arizona." Let's hope the ads succeed in electing politicians with as much courage to take on the wokesters as the ad makers have.



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