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'Ladies' Night' Lawsuits on the Rocks?

The Age-Old Tradition Is Threatened by Lawsuits Nationwide

But, Hollander said these perks do not justify discriminatory prices because the same beneficial end could be achieved by charging men less or equal to the amount women are charged.

"Each guy that walks into that club will have more money to buy her a drink, and the more she drinks, the more fun she and the guys will have," he said.

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Ladies' Night Lawsuits

The recent slew of Ladies' Night lawsuits dates back to a 1972 case against the New York Yankees. A lot fewer women were going to games than men. The Yankees gave discounts on special "Ladies" games. An angry male fan sued and a court ruled the practice was illegal.

The Seattle Sonics basketball team was also sued in 1981 by a man who alleged discrimination because he was forced to pay full price for a ticket while his wife paid half. In that case the court ruled that the purpose of the promotion was "not to exclude anyone but to encourage attendance."

In recent years, Ladies' Night promotions have been the subject of litigation in California, New Jersey and New York, where the state-level courts consistently have ruled against Ladies' Night promotions.

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