

Publicist Who Advocated Punching Women in the Face Named 'Russia's Sexist of the Year'

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Yegor Kholmogorov

Publicist Yegor Kholmogorov was named 2014's Sexist of the Year after he called for the beating of any woman who would dare utter the word "sexism," among various other corrosive remarks.

The tongue-in-cheek honor was bestowed on Wednesday by Russian advocacy group For Feminism, which has been awarding notable sexists annually since 2010 in a bid to "stop the orgy of sexism in mass media and advertising" by drawing popular attention to the issue.

Kholmogorov, high-profile publicist and co-chairman of the Conservative Press Club, earned the highest number of votes in an online poll conducted by For Feminism, owing to a particularly incendiary Facebook status update wherein he called for the beatings of certain

women of ill repute, while taking for granted the notion that Russia would one day occupy the United States.

"I think that when we occupy America, [Russians] will publish a secret decree allowing American men who hear the word 'sexism' to punch [women] in the face," Kholmogorov wrote on his Facebook page in November. "By uttering the word 'sexism,' a woman ceases to be a woman and becomes a member of the second sex."

For Feminism said in a statement that Kholmogorov was nominated for having incited hatred and hostility toward women, and for having distinguished women into two categories: right and wrong, the latter of which he believes should be beaten.

In winning the award, Kholmogorov beat out the flamboyant leader of the Liberal Democratic Party of Russia, Vladimir Zhirinovskiy, who harangued a pregnant journalist during a press conference, and then exhorted one of his assistants to rape her.

Another top contender had been late-night television host Ivan Urgant, who referred to U.S. tennis stars Serena and Venus Williams as the Williams Brothers, and compared them unfavorably to Russia's "slender, elegant" female tennis stars during one particularly sexist segment.

Kholmogorov joins a hall of shame that includes Russian Orthodox Church spokesman Vsevolod Chaplin, who in 2011 chastised women for wearing makeup, leaving them "painted like clowns" and advocated for a nationwide religious dress code.

For Feminism's aim is to spread information about women's rights and advocate gender equality.

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