

Recommended reactive media statement

Hi [Name],

The statement below is attributable to the Boy Scouts of America.

“We just became aware of the lawsuit filed in the Southern District Court of New York, and we are reviewing it carefully.”

“Our decision to expand our program offerings for girls came after years of requests from families who wanted the option of the BSA’s character- and leadership-development programs for their children – boys and girls. We believe that we owe it to our current and future members to offer families the options they want.”

“We applaud every organization that builds character and leadership in children, including the Girl Scouts of the USA, and believe that there is an opportunity for both organizations to serve girls and boys in our communities.”

On background:

- The Boy Scouts of America has served girls in our programs since 1971 through Sea Scouts, Venturing and Exploring; in fact, there are currently over 170,000 girls registered in Boy Scout of America programs.
- In the time since we’ve welcomed both boys and girls in Cub Scouts, over 62,000 girls have registered underscoring families’ interest in the programs offered by the Boy Scouts of America.
- We take the brand and trademark of all organizations seriously and have worked proactively to differentiate our unique program offerings. Any time we have been made aware of an instance of potential confusion around our programs, we immediately took steps to correct and clarify.

Regards,

[Signature]