



NEWS ADVISORY

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Media Contact:

Megan Rose

American Heritage Girls

Phone (Office): 513-771-2025 X 167

Email: rosem@ahgonline.org

American Heritage Girls Responds to GSUSA Lawsuit of BSA

The Issue: Boy Scouts of America recently rebranded itself to include girls in its program causing confusion, questions, and now a lawsuit. On November 6, 2018, Girl Scouts of the USA sued BSA over a trademark infringement of the word “scouts” and its variations. BSA had no legal right to use “scouting” or “scouts” in connection to a girl program.

Amid this confusion, families are looking for scout-like alternatives with clearer boundaries. American Heritage Girls firmly believes in the benefits of a Christ-centered, girl-focused program that is specifically tailored to the needs of a girl. For this reason, AHG remains committed to celebrating a girl’s journey of discovery of who she is and whose she is in Christ today and in the future.

Learn more about AHG and the benefits of a Christ-centered, outdoor adventure and girl-focused program through a conversation with AHG Executive Director and Founder, Patti Garibay.

When: Patti is available for interviews. Please contact AHG Media Relations Specialist Megan Rose to make arrangements.

About American Heritage Girls:

American Heritage Girls is the premier national character development organization for girls ages 5 to 18 that embraces Christian values and encourages family involvement. Founded in 1995 in response to Girl Scouts of America’s changing values, American Heritage Girls fulfills its mission of building women of integrity through service to God, family, community, and country through a balanced and holistic program.

In an era where women’s unique value is being molded by the media and swiftly changing mores and values, the AHG Program offers an opportunity for girls to become aware of their inner strength, talents, and skills while growing in their faith. A core tenet of the AHG Program includes growing Girl Leadership, encouraging girls to become more confident in who they are as women and whose they are in Christ, as well as emphasizing mentorship to the younger girls within the Troop structure. AHG offers a focus on life skills through badge work and outdoor experiences that are unique to a female audience.

AHG focuses on providing progressive programming that is rich in opportunities for girls of all ages and abilities. With each AHG Program Level, girls are introduced to new skills, experiences and leadership positions, as well as given opportunities to grow closer to the Lord.

The AHG Program consists of six Program Emphases; Faith, Leadership, Social, Emotional, Citizenship, and Life Skills. The Stars & Stripes Award is AHG's highest achievement and teaches girls perseverance, self-respect and a strong feeling of accomplishment.

To learn more about American Heritage Girls, visit americanheritagegirls.org.

Follow AHG on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).

To schedule an interview with AHG Executive Director and Founder, Patti Garibay, contact Megan Rose at rosem@ahgonline.org or 513-771-2025 ext.167.