



1903 1912 1915 1916 1918 2004 2007

Mr. Ralph Filicchia
[REDACTED]
[REDACTED]

Dear Mr. Filicchia,

August 19, 2011

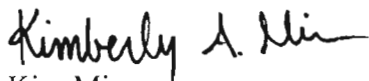
Thank you very much for your letter to the Red Sox. I am sorry that you do not agree with our organization's decision to create a video for the "It Gets Better" campaign. Our intent was not to offend anyone or to endorse any specific lifestyle choices; rather it was to educate fans about the adverse consequences of bullying and to offer support to victims of bullying. The Red Sox organization takes the issue of bullying seriously. It is something that has touched many of us and those we love, and it is a growing problem in our community, particularly among teenagers.

We are proud of dedicated Red Sox fans like 12-year-old Sam Maden who have taken the courageous step of publicly standing up against bullying.

The Red Sox have frequently done PSAs, or public service announcements, on important social issues. We hope that this video on bullying both reflects our continued commitment to be active participants in the community and helps to advance the efforts of Sam and others to stop this practice. Our team stands for respect and inclusion – there is no place for discrimination or acts of hatred in Red Sox Nation.

Thank you for your feedback and for being a loyal fan.

Sincerely,


Kim Miner

Kim Miner | Fenway Ambassador

Boston Red Sox | 4 Yawkey Way | Boston, MA 02215 | 617.226.6591