

The *USOA Pageants Case*

Case Name: *Green v. Miss United States of America*

Case Action: Notice of Appearance filed on May 28th, 2021 with the 9th Circuit Court of Appeals

Significance: Whether a beauty pageant should be forced to allow males to compete in its all-female event.



Background: United States of America Pageants is an independent, national pageant that provides women with development, public-speaking, networking, and confidence-building opportunities. But a male who identifies as a female sued USOA Pageants—asking for more than \$75,000 and other remedies—after learning that the pageant allows only women to compete and pageant officials offered to identify other pageants that allow males. Unlike these other pageants, USOA Pageants is specifically designed for female contestants and intentionally promotes women by providing them with an avenue for achievement. Compelling the pageant to allow males in its all-female event would undermine the pageant’s purpose and core message of honoring women. No organization should be forced to express a message contrary to its purpose. Alliance Defending Freedom represents USOA Pageants in defending their freedom to operate their organization and speak consistently with their values.

Key Points

- Women deserve the chance to perform in beauty pageants designed for women.
- USOA Pageants should be able to produce beauty pageants designed for women that celebrate women—this means having only women competing in its pageants. Allowing males to compete in an all-female event undermines the pageant’s purpose and message.
- Those demanding male participation will fundamentally change the pageant’s mission, alter its core message, and take away opportunities from women.
- It’s not just the pageant’s freedom at stake; it’s everyone’s. No individual or organization should be forced to express a message it disagrees with.

Key Facts

- The government should respect USOA Pageant’s view on biological sex. The pageant shouldn’t be forced to change its purpose and message by promoting males in its events.
- USOA Pageants designed their pageant for women. Other pageants can promote their views and select their participants accordingly, including Miss Black USA, Miss Native American USA Pageant, and even Miss Gay America, a pageant specifically for men competing as women.
- There are beauty pageants for every age and every view. Women deserve to have their own pageants too.

The Bottom Line: Forcing beauty pageants to allow males in all-female events takes away opportunities for women.