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Israel Action Network Applauds Scarlett Johansson for Rejection of BDS Movement

Actress had come under fire for endorsement of SodaStream

New York – The Israel Action Network (IAN) today praised Scarlett Johansson for supporting economic cooperation and peaceful pursuits between Israelis and Palestinians, and rejecting the misguided and counterproductive Boycotts, Divestment and Sanctions (BDS) Movement.

Johansson previously came under fire for her role as SodaStream brand ambassador, a popular Israeli-based company which allows customers to carbonate drinks at home. IAN commended the actress for not only reaffirming her SodaStream commitment and highlighting the company's role in building bridges between Israelis and Palestinians, but for severing ties with aid organization Oxfam International in response to their public endorsement of BDS tactics.

Geri Palast, Managing Director of The Israel Action Network (IAN), a strategic initiative of The Jewish Federations of North America in partnership with the Jewish Council for Public Affairs, issued the following statement:

“Though we are saddened to see Oxfam International, for which Johansson was a devoted ambassador, choose to align itself with the destructive campaign of delegitimization, we are proud of her steadfast commitment to the two-state solution, and honest recognition of the true nature of the BDS Movement.

“The BDS Movement advocates for the use of a divisive set of tools that aim to single out and demonize one party in a complicated conflict. Real peace, where Israelis and Palestinians can live side-by-side in peace and security, will only come about through a negotiated agreement between both parties.

“We encourage Johansson's colleagues in Hollywood to follow her example by standing up to this sort of intimidation and rejecting cultural boycotts of Israel, which only serve to drown out the real conversation about how to end the conflict. Those seeking to hasten peace should instead focus their efforts on reconciliation, rather than these campaigns that only serve to further divide us.”

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IAN is a strategic initiative of The Jewish Federations of North America (JFNA) in partnership with the Jewish Council for Public Affairs (JCPA), which together represents the majority of affiliated Jews in North America through 15 national Jewish agency members, 154 Jewish Federations, 300 Network communities and 125 Jewish community relations councils. IAN, JFNA and JCPA, all seek a just two-state solution to the Israeli-Palestinian conflict that will allow both peoples to live in lasting peace, dignity and security. However an academic boycott such as the one imposed by ASA only takes us further from that goal.