



Supporting Israel & Fighting Antisemitism

December 4, 2025

State Board of Administration of Florida
1801 Hermitage Blvd., Suite 100
Tallahassee, FL 32308

Re: Request to Add Guinness World Records and its Affiliates to the “Scrutinized Companies or Other Entities that Boycott Israel” List Pursuant to §215.4725, Florida Statutes

Dear Members of the State Board of Administration:

We write on behalf of StandWithUs, an international nonprofit organization dedicated to combating antisemitism and supporting Israel, to request formally that the State Board of Administration investigate Guinness World Records Ltd. and its affiliates, including Guinness World Records North America, Inc., for inclusion on Florida’s “Scrutinized Companies or Other Entities that Boycott Israel” list pursuant to §215.4725, Florida Statutes, and if added to this list, to take subsequent actions as required under Florida law.

Although Guinness World Records (“GWR”) publicly claims [political neutrality](#), reputable news outlets—including recent reports in [The Jerusalem Post](#) and [The Times of Israel](#)—indicate that GWR has adopted the following boycott policy, in place since November 2023: “We are not generally processing record applications from the Palestinian Territories [sic] or Israel, or where either is given as the attempt location, except those done in cooperation with a UN humanitarian aid relief agency.” GWR apparently has already applied this policy to reject the application of an Israeli charity that facilitates kidney donation to gather a record number of such donors in one place.

This refusal to engage in commercial relations with entities in Israel and Israeli-controlled territories, which the statement from the company’s own spokesperson confirmed, appears to be intentional, discriminatory in that it singles out Israel and Israeli-controlled territories despite its political neutrality policy, and is not based on neutral business criteria. Also, it squarely falls within Florida’s definition of a boycott of Israel: “refusing to deal, terminating business activities, or otherwise taking actions that are intended to limit commercial relations with Israel or persons or entities in Israel, if such actions are taken in a discriminatory manner.” §215.4725(1)(b), Fla. Stat.

Florida law authorizes the SBA to identify such companies using publicly available information, NGO findings, and company statements. We therefore request that the SBA investigate GWR and its affiliate, which is registered in Florida as a foreign profit corporation, to determine whether they should be added to the official list of “Scrutinized Companies or Other Entities that Boycott Israel,” and if so, to take any further actions required under Florida law.

GWR's discriminatory policy appears to be exactly the type of boycott the Florida Legislature sought to prevent public funds from supporting. We would appreciate being informed of the SBA's determination or anticipated timeline for review, and we hope that prompt action from the SBA will reaffirm Florida's strong commitment to opposing discriminatory boycotts and upholding the integrity of the state's investment and contracting policies.

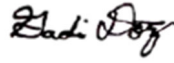
Respectfully,



Yael Lerman

Director

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