

# LIBERTY COUNSEL

## 2016 Naughty and Nice Retail List



## Nice List



### AC Moore Arts & Crafts

The usage of "Christmas" in products or advertising more than doubles the usage of "holiday," while still making reference to Jesus, nativity, or biblical elements. AC Moore went from just 64 mentions of Christmas on their website last year, to over 290 this year! The craft store's use of the generic term "holiday" decreased by a third. Last year's "Merry Mason Jars" are now "Christmas Mason Jars." The alliteration might not be as sweet, but the sentiment is sweeter! [Contact AC Moore](#) and tell them "Thank You for keeping Christ in Christmas!"



### Barnes & Noble

Products and advertising for this chain are abundant with the usage of "Christmas" in products or advertising as well as references to Jesus, nativity, or biblical elements. Barnes & Noble carries many Christian products and remembers the Christ in Christmas. Call Barnes & Noble and thank the book store at 1-800-THE-BOOK (1-800-843-2665) and say, "Thanks" and "Merry Christmas."



### Bath & Body Works

Both terms "Christmas" and "holiday" are used interchangeably in products and advertising alongside phrases that entice the consumer with unique scents. Neither Bath & Body Works' homepage, nor its website is shy about using "Christmas." [Contact B&B Works](#) and tell them you appreciate them remembering the reason we celebrate.



### Belk

The usage of "Christmas" and "holiday" are becoming more prominent within products and advertising, along with their references to biblical elements. Belk has increased its use of the word "Christmas" in its products and advertising this year. You don't have to look far to see "Merry Christmas" when perusing the home store. [Contact Belk](#) and thank the department store for keeping the real meaning of Christmas.



### Best Buy

The usage of "Christmas" within products or advertising is used nearly as much as the term "holiday," followed by a large number of references to Jesus, nativity or biblical elements. Christmas is remembered at the electronics store. Consumers may [contact Best Buy](#) to express appreciation for their "Christmas" themes and encourage more.



### Bronner's CHRISTmas WONDERLAND

The word "Christmas" is used more than twice as much as "holiday," while still making reference to Jesus, nativity, and other biblical elements. Christmas featured prominently and Jesus is well represented! Email [customerservice@bronner.com](mailto:customerservice@bronner.com) to express your appreciation to Wayne Bronner for his organization's love of Christ.



### Christmasplace.com

As a Christmas-based company, the usage of "Christmas" prevails within products and advertising. There's a generous usage of the term "holiday" as well as references to Jesus, nativity and biblical elements. The Christmasplace.com site exhibits nearly ten times as many "Christmas" greetings as it does "holiday." Email [santa@christmasplace.com](mailto:santa@christmasplace.com) or [contact page](#) and thank them for keeping Christ in Christmas.



### CVS Pharmacy

The term "Christmas" in products or advertising has risen within the last two years, including their references to Jesus, nativity, and biblical elements. While in years past, CVS had no mention of Christmas, this year's website features a "Countdown to Christmas" to get their shoppers excited for the season. With your help, perhaps the pharmacy will continue to improve. [Contact CVS](#) and thank the stores for the improvement and to let them know you would like to see more mentions of Christmas.





### Dillard's

In addition to reference to biblical elements, the usage of both "Christmas" and "holiday" terms are rising alongside one another within products and advertising. The term "Christmas" is appearing more than in previous years.

Visit [Dillard's contact page](#) to thank the department store for including "Christmas" in their advertising.



### Hallmark

From ornaments and gifts to print and televised advertisements, the usage of "Christmas" continues to rise together with the term "holiday."

There are multiple references to Christmas on the web page and ample Christmas product supply, including nativity scenes. The stores contain "Christmas" signs, which is rare in retail today. Contact [Consumer Care](#) and tell them you appreciate that the card store is truly a Hallmark of Christmas!



### Hobby Lobby Stores, Inc.

As a company based on biblical principles, the usage of "Christmas" in product associations and advertising is higher than the usage of the term "holiday." [Contact Hobby](#)



[Lobby](#) to let the organization know you appreciate its commitment to Christ and that it really understands the true meaning of the "Christmas Season."

### The Home Depot

Both terms "Christmas" and "holiday" are equally represented throughout products and advertising to reflect this hardware store's commitment to keeping the Christmas spirit alive throughout our homes. "Christmas" is used freely on the website: twice on the home page alone. [Contact Home Depot](#). Call 800-466-3337 and thank the home improvement store for remembering the reason for the season.



### JCPenney

The usage of "Christmas" in products or advertising nearly ties with the usage of "holiday," yet still makes reference to Jesus, nativity, or biblical elements. Contact JCPenny at 800-322-1189 and thank them keeping Christ in the season.



### Kmart

The number of references to Jesus, nativity, or biblical elements is prominent throughout products and advertising, alongside the usage of the terms "Christmas" and "holiday," which are both equally used. A rich variety of Christ-focused products are available. [Contact Kmart](#) to thank them for saving consumers time before the season begins so they may enjoy a non-commercial "Christmas Season."





### Kohl's

With over 4,000 usages of both "Christmas" and "holiday" terms in product associations and advertising as well as a prominent number of references to biblical elements, Kohl's continues to keep the Christmas season alive. Their website features prominent usage of the term "Christmas" with a wealth of supporting products and advertising (as pictured). Kohl's is especially commended for a generous line of faith-related items to promote Christmas. [Contact Kohl's](#) to thank them for remembering the blessed reason for which we celebrate the Christmas season.



### Lehman's

Although the usage of the term "holiday" outnumbers the usage of "Christmas," Lehman's continues to make reference to biblical elements in their products and online advertising. Reduced emphasis on the usage of "Christmas" exchanged for "holiday." [Contact Lehman's](#) to encourage their open support for Christmas.



### Lowe's

Heavy usage between both terms "Christmas" and "holiday" in product association and advertising make it clear that Lowe's wants their customers ready for the Christmas season. There are multiple mentions of Christmas on their main webpage and a generous supply of Christmas décor related to home and garden. Contact Lowe's [online](#) or [in-store](#) to encourage them for keeping Christ in Christmas.



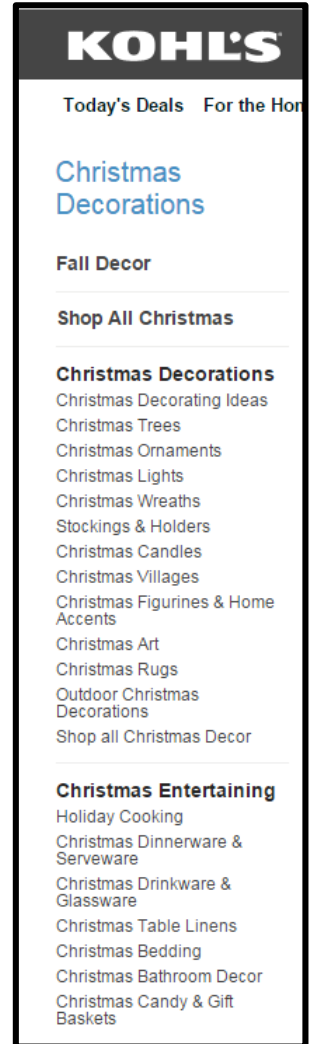
### Macy's

The term "Christmas" is used almost just as much as the term "holiday" in products and advertising, despite having a smaller number of references to Jesus, nativity, and biblical elements. Macy's website categories are all labeled Christmas on the title page, and only a few substitute the word for "holiday," but the store itself shows sparse mention of "Christmas." Use Macy's [Contact Us](#) page to encourage them to keep Christ in Christmas.



### Menards

The usage of "Christmas" outweighs the usage of "holiday" throughout product associations and advertising. Christmas is advertised prominently on the web page. A wide variety of Christmas and Christ-centered inventory is available. [Contact Menards](#) to show your appreciation for their "Christmas" spirit!





### **Neiman Marcus**

Although there are 100 references to biblical elements in products and advertising, this department store places a large focus on utilizing the "Christmas" term alongside "holiday." Displayed are references to "holiday" and "Christmas" and a tasteful collection of Christ-focused nativity décor. Contact [Neiman Marcus](#) to express your gratitude for their show of support for the meaning behind this Christmas season.



### **Rite Aid Pharmacy**

The usage of "Christmas" more than doubles the "holiday" term within product associations and advertising. Thank Rite Aid via their [Contact](#) page for celebrating Christmas.



### **Sears**

There is an equal representation of both "Christmas" and "holiday" terms evident throughout product associations and advertising, as well as a small number of references to biblical elements. "Christmas" is celebrated at Sears. Let Sears know how much you appreciate their focus on true "Christmas" products through the feedback [page](#).



### **Staples**

A generous usage of the "Christmas" term alongside references to Jesus, nativity and biblical elements within their products and advertising make it clear why Staples made it onto our "nice list." Displayed are a wide variety of nativity items as well as consistent references to "Christmas" over "holiday." [Contact Staples](#) to thank the company for adding "Christ" back into "Christmas."



### **ToysRUs**

Despite a higher number of the "holiday" term used throughout product associations and advertising, this toy store consistently utilizes the term "Christmas" as well as references to Jesus, Nativity, and other biblical elements. ToysRUs actively remembers the reason for Christmas, and the toy store is well stocked to serve customers' Christmas needs. [Contact ToysRUs](#) or call 800 869 7787 to thank them for remembering Christmas.



### **Walgreens**

There is a mixture of "Christmas" and "holiday" throughout the website. Call Walgreens at 800 925 4733 or 877 250 5823 for online, or, email [Corporate](#) and thank them for remembering the reason we buy gifts and celebrate.



### **Walmart**

The usage of "Christmas" in products and advertising nearly doubles the usage of the term "holiday" while maintaining a strong use of biblical references. "Christmas"-focused merchandise and advertisements on print and TV commercials. [Contact WalMart](#) and thank the retailer for keeping true to the spirit of Christmas

# Naughty List



## American Eagle Outfitters

Only a handful of "Christmas" references appear in products and advertising, while the term "holiday" is abundant. AE has been on the Naughty List for nine years over the clothing store's disregard for "Christmas." Call 888-232-4535 or [email American Eagle](#) to educate the company that, according to Rasmussen Polls, 70 percent of [consumers prefer greetings of "Merry Christmas"](#) over "Happy Holidays" by retail stores.



## Dick's Sporting Goods

With no reference to "Christmas" and less than a handful of "holiday" references within product associations and advertisements, this sporting goods store remains on our Naughty List for the second year. Usage of generic Christmas colors in design yet lacks any reference to the reason for the season. This sports store ignores the most important gift of Christmas. [Contact Dick's](#) to encourage the organization to include Christ in their "Christmas" Seasonal marketing plan.



## Gap, Inc.

There are no references to "Christmas" or any biblical elements within product associations and advertisements. Only "holiday" is used to refer to the upcoming season. Gap has oscillated over the years, but this year it is back on the Naughty List. In 2013, after nine years of "naughty", Bill Chandler, executive vice president for global corporate affairs at GAP Incorporated, issued a letter in which he referenced "Christmas" nine times and wrote that "every Gap outlet window will have signs that say 'Merry Christmas,' along with Christmas trees and wreathes throughout their stores." Chandler concluded ". . . we hope you'll agree that our Gap Inc. family of brands, including Gap and Old Navy, are Christmas friendly this holiday season." In the years since the announcement, GAP has shown a decline in Christmas friendliness with reduced references on their website and in stores. Call **(800) 427-7895** to politely encourage GAP to re-strengthen their ties to Christmas.



## J. Crew Outfitters

There are no references to "Christmas" or any biblical elements within products associations and advertisements. The term "holiday," however, is used more frequently. J. Crew's home page remains void of any mention of "Christmas." The Gift Giving page doesn't even use traditional Christmas colors. [Contact J Crew](#) to let them know that consumers buy their products during the "Christmas" Season specifically for "Christmas" gifts.



### **The Limited**

The Limited is about winter and gift giving, but any Christmas reference is vague. Go to the [contact form](#) on the website, and tell them that you will be shopping where Christmas is celebrated.



### **Old Navy**

There is an evident lack of "Christmas" references despite the prominent number of "holiday" mentions throughout product associations and advertisements. Old Navy displays a disappointing aversion to using the term "Christmas" and anything more than generic winter symbolism. Call **(800) 427-7895** to politely encourage Old Navy to strengthen their ties to Christmas.



### **RadioShack**

There is little usage of "Christmas" and no references to Jesus, nativity, or biblical elements in products or advertising. Call 800-843-7422 to encourage Radio Shack to bring more Christmas into the season.



### **TJ Maxx**

With no reference to "Christmas" and only a handful of "holiday" references within product associations and advertisements, this sporting goods store remains on our Naughty List. "Christmas" is not found at TJ Maxx, just gifts. [Click here](#) and scroll to the bottom of the page to encourage TJ Maxx to open their arms to customers who celebrate Christmas.

