



Nice List



AC Moore Arts & Crafts

- 290 - Usages of "Christmas" term in products or advertising
- 65 - Usages of "Holiday" term in products or advertising
- 10 - References to Jesus, Nativity, or Biblical elements featured

Great news! 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

- 45,549 - Usages of Christmas in terms of products or advertising
- 14,549 - Usages of Holiday in terms of products or advertising
- 31,021 - References to Jesus, Nativity, or Biblical elements

First time on Liberty Counsel's list, 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

- 130 - Usages of Christmas in terms of products or advertising
- 193 - Usages of Holiday in terms of products or advertising

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**

- 7,459 - Usages of "Christmas" in products or advertising
- 7,458 - Usages of "Holiday"
- 27 - References to Jesus, Nativity, or Biblical elements

Belk has increased its use of the word "Christmas" in its products and advertising. One doesn'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**

- 5,253 - Usages of "Christmas" term in products or advertising
- 11,323 - Usages of "Holiday" term in products or advertising
- 1,361 - 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**

- 3,188 - Usages of "Christmas" term in products or advertising
- 1,078 - Usages of "Holiday" term in products or advertising
- 555 - References to Jesus, Nativity, or Biblical elements

Christmas featured prominently, Jesus well represented. The word "Christmas" is used more than twice as much as "Holiday." Email customerservice@bronner.com to express your appreciation to Wayne Bronner for his organization's love of Christ.

**Christmasplace.com**

- 5,607 - Usages of "Christmas" term in products or advertising
- 649 - Usages of "Holiday" term in products or advertising
- 417 - References to Jesus, Nativity, or Biblical elements in products or

advertising

The Christmasplace.com site exhibits nearly ten times as many "Christmas" greetings as it does "Holiday." Email santa@christmasplace.com or [contact page](#) and thank them for keeping Christ in Christmas.

**CVS Pharmacy**

- 22 - Usages of "Christmas" term in products or advertising
- 58 - Usages of "Holiday" term in products or advertising
- 2 - References to Jesus, Nativity, or Biblical elements in products or advertising

CVS moved to the "Nice List" this year. While in years past, CVS had no mention of Christmas, this year's Christmas products even contains a nativity scene. 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

- 1331 - Usages of "Christmas" term in products associations or advertising
- 1599 - Usages of "Holiday" term in products or advertising
- 20 - References to Jesus, Nativity, or Biblical elements in products or 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

- 1580 - Usages of "Christmas" term in products associations or advertising
- 1601 - Usages of "Holiday" term in products or advertising
- 51 - References to Jesus, Nativity, or Biblical elements.

Multiple references to Christmas on 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.

- 831 - Usages of "Christmas" term in products associations or advertising
- 817 - Usages of "Holiday" term in products or advertising
- 43 - References to Jesus, Nativity, or Biblical elements in products or advertising

[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."



JCPenney

- 2909 - Usages of "Christmas" term in products associations or advertising
- 2955 - Usages of "Holiday" term in products or advertising
- 73 - References to Jesus, Nativity, or Biblical elements in products or advertising

The website has many references to Christmas, but I couldn't find one mention of Christmas in the store. Have you? Send us a picture at media@LC.org. Call Penneys at **(800) 322 1189** to encourage the organization to add "Christmas" in *all* of their advertising.



Kmart

- 1000+ - Usages of "Christmas" term in products associations or advertising
- 1000+ - Usages of "Holiday" term in products or advertising
- 297 - References to Jesus, Nativity, or Biblical elements in products or

advertising Christmas term featured throughout the site.

Rich variety of Christ focused products 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

4000+ - Usages of "Christmas" term in products associations or advertising

4000+ - Usages of "Holiday" term in products or advertising

297 - References to Jesus, Nativity, or Biblical elements in products or advertising

Kohl's 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

41 - Usages of "Christmas" term in products associations or advertising

401 - Usages of "Holiday" term in products or advertising

8 - References to Jesus, Nativity, or Biblical elements in products or advertising

Reduced emphasis on the usage of "Christmas" exchanged for "holiday". [Contact Lehman's](#) to encourage their open support for Christmas.



Lowe's

1,122 - Usages of "Christmas" term in products associations or advertising

2,089 - Usages of "Holiday" term in products or advertising

28 - References to Jesus, Nativity, or Biblical elements in products or advertising

Multiple mentions of Christmas on main page and 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

2,228 - Usages of "Christmas" term in products associations or advertising

2,670- Usages of "Holiday" term in products or advertising

47 - References to Jesus, Nativity, or Biblical elements in products or advertising

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

- 1,812 - Usages of "Christmas"
- 1,048 - Usages of "Holiday"
- 16 - References to Biblical elements

Christmas 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

- 2,638 - Usages of "Christmas" term in products associations or advertising
- 2,480 - Usages of "Holiday" term in products or advertising
- 69 - References to Jesus, Nativity, or Biblical elements in products or advertising

Many 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

- 1991 - Usages of "Christmas" term in products associations or advertising
- 818 - Usages of "Holiday" term in products or advertising
- 1 - Reference to Jesus, Nativity, or Biblical elements in products or advertising

Thank Rite Aid via their [Contact](#) page for celebrating Christmas.



Sears

- 1500+ - Usages of "Christmas" term in products associations or advertising
- 1500+ - Usages of "Holiday" term in products or advertising
- 11 - References to Jesus, Nativity, or Biblical elements in products or advertising

"Christmas" is celebrated at Sears. Let Sears know how much you appreciate their focus on true "Christmas" products through the [Feedback page](#).



Staples –

- 29,724 - Usages of "Christmas" term in products associations or advertising
- 26,874 - Usages of "Holiday" term in products or advertising
- 396 - References to Jesus, Nativity, or Biblical elements in products or

advertising

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."



Target –

- 1000+ - Usages of "Christmas" term in products associations or advertising
- 1000+- Usages of "Holiday" term in products or advertising
- 46 - References to Jesus, Nativity, or Biblical elements in products or advertising

Target has both "Christmas" and "Holiday" landing pages, with "Holiday" displaying Target's Thanksgiving, Black Friday, and Cyber Monday sales, and the Christmas page focusing expressly on Christmas. Well done, Target. Contact Target's [page](#) to thank them for acknowledging Christmas.



The Home Depot

1000+ - Usages of "Christmas" term in products and advertising

1000+ - Usages of "Holiday"

20 - References to Jesus, Nativity, or Biblical elements in products or advertising

"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.



ToysRUs

242 - Usages of "Christmas" term in products associations or advertising

2000 - Usages of "Holiday" term in products or advertising

101- References to Jesus, Nativity, or Biblical elements in products or advertising

ToysRUs actively remembers the reason for Christmas, and the toy store is well stocked to serve customers' Christmas needs. [Contact ToysRUs](#) or call 1 800 869 7787 to thank them for remembering Christmas.



Walgreens

40+ - Usages of "Christmas" term in products associations or advertising

91+ - Usages of "Holiday" term in products or advertising

5 - References to Jesus, Nativity, or Biblical elements in products or advertising

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

326,355 - Usages of "Christmas" term in products associations or advertising

172,265 - Usages of "Holiday" term in products or advertising

1,505 - References to Jesus, Nativity, or Biblical elements in products or advertising

"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

- 2 - Usages of "Christmas" term in products associations or advertising
- 50 - Usages of "Holiday" term in products or advertising
- 0 - References to Jesus, Nativity, or Biblical elements in products or advertising

AE has been on the "Naughty" list for eight years over the clothing store's disregard for "Christmas." Call 888-232-4535 or [email American Eagle](mailto:email@americanagle.com) to educate the company that, according to Rasmussen Polls, **70%** [consumers prefer greetings of "Merry Christmas"](#) over "Happy Holidays" by retail stores.



Dick's Sporting Goods

- 0 - Usages of "Christmas" term in products or advertising
- 1 - Usage of "Holiday" term in products or advertising
- 0 - References to Jesus, Nativity, or Biblical elements in products or advertising

This year, Dick's Sporting Goods moved to the "naughty list." Usage of generic Christmas colors in design yet lacks any reference to the reason for the season. It's Holiday Guide features "Why This Gift Matters" narratives about products, but the 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. -

- 0 - Usages of "Christmas" term in products associations or advertising
- 10 - Usages of "Holiday" term in products or advertising
- 0 - References to Jesus, Nativity, or Biblical elements in products or advertising

Gap has oscillated over the years, but this year it is back on the "Naughty" list. On November 7, 2013, after 9 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 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

- 0 - Usages of "Christmas" term in products or advertising
- 10+ - Usages of "Holiday" term in products or advertising
- 0 - References to Jesus, Nativity, or Biblical elements in products or advertising

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.



Old Navy

- 3 - Usages of "Christmas" term in products associations or advertising
- 132 - Usages of "Holiday" term in products or advertising
- 0 - References to Jesus, Nativity, or Biblical elements in products or advertising

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

- 1 - Usage of "Christmas" term in products associations or advertising
- 0 - Usages of "Holiday" term in products or advertising
- 0 - References to Jesus, Nativity, or Biblical elements in products or advertising

Call 800-843-7422 to encourage "The Shack" to bring more Christmas into the season.



The Limited

- 0 - Usages of "Christmas" term in products or advertising
- 3- Usages of "Holiday" term in products or advertising
- 0 - References to Jesus, Nativity, or Biblical elements.

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.



TJ Maxx

- 0 - Usages of "Christmas"
- 10 - Usages of "Holiday"
- 0 - References to Biblical elements

"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 open their arms to Christmas.

