

# LIBERTY COUNSEL

## 2016 Naughty and Nice Retail List



### Nice List



#### AC Moore Arts & Crafts

This year the usage of "Christmas" takes the lead over "holiday" in products and advertising while still making reference to Jesus, nativity, or biblical elements. The craft store even dedicates an entire section to Christmas Projects, where customers can find inspiration to bring the Christmas joy into their homes. [Contact AC Moore](#) and tell them "Thank You for keeping Christ in 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.



#### Bealls Department Store

For the first time, this department store is on our Nice List. With multiple references to "Christmas" and biblical elements within products and advertising, Bealls is focused on bringing the Reason for the season into your home. Be sure to contact [Bealls](#) at 800-569-9038 and tell them "thank you" for appreciating the true meaning of Christmas.



### Belk

Although the usage of "Christmas" is infrequent throughout their website, the term is still used within their products, along with references to biblical elements. Belk has increased its use of the word "Christmas" in its products and advertising. 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.



### 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. In the past, CVS had no mention of Christmas. However, 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!



Christmas Thanksgiving Birthday Baby Wedding Anniversary Sale

OCCASIONS CARDS GIFTS HOME DECOR ORNAMENTS

Home : Christmas Gifts, Ornaments, and Cards

### Christmas Gifts, Ornaments, and Cards

Hallmark proudly offers a large selection of Christmas ornaments, gifts, cards, decorations and more to help make your holiday merry and bright.

SHOP CHRISTMAS GIFTS, ORNAMENTS, AND CARDS

Christmas Gifts (1053)

Christmas Cards (781)

Christmas Ornaments (800)

All Christmas Gifts, Ornaments and Cards (2626)



### 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](#) 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.



### Kirkland's

For the first time, this home goods store is on our nice list as they celebrate the Christmas season throughout product associations and advertising. Their website features prominent references to Jesus, nativity and biblical elements that remind us of the Reason for the season. [Contact Kirkland's](#) to thank them for keeping the Christ in Christmas.



### 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!





### 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."



### Toys"R"Us

Despite a higher number of the "holiday" term used throughout product associations and advertising, this toy store consistently utilizes the term "Christmas" to refer to their products. References to biblical elements, however, are harder to find. [Contact Toys"R"Us](#) or call 800-869-7787 to thank them for remembering Christmas.



### 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



## Academy

This sporting goods store is on our Naughty List due to the lack of Christmas references in products and advertising. Holiday and gift-giving seem to receive more attention than the true reason for the season. Be sure to contact Academy at 888-922-2336 and kindly request that they bring back Christmas into their stores.



## 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 many years over the clothing store's disregard for "Christmas." Call 888-232-4535 or [email American Eagle](#) to educate the company that, according to Rassmusen Polls, 70 percent of [consumers prefer greetings of "Merry Christmas"](#) over "Happy Holidays" by retail stores.

CELEBRATE THE SEASON IN HOLIDAY STYLE



## Barnes & Noble

This year Barnes & Noble is on our Naughty List, as this well-known bookstore places little acknowledgement on the Christmas season, but rather the "holiday" season and gift-giving. Although this store sells Christian products, this book store has lost focus on the reason for the season. Call Barnes & Noble at 800-843-2665) to encourage them to bring the Christmas season back to their store.



## Best Buy

This electronics store has decreased its usage of "Christmas" terms within their advertising. Although they sell products such as movies and CDs that are associated with the holiday, Best Buy makes little effort to display their connection to Christmas. Consumers may [contact Best Buy](#) and encourage them to remember the reason for the season.

ENJOY A BREATHTAKING HOLIDAY  
with Samsung 4K





### 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.



### Neiman Marcus

With little acknowledgement of "Christmas" throughout their advertising and products, Neiman Marcus has been placed on our Naughty List this year. Contact [Neiman Marcus](#) to encourage them to remember the Reason for the season.





### 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 800-653-6289 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. [Email](#) or call 800-843-7422 to encourage Radio Shack to bring more Christmas into the season.



### Rite Aid Pharmacy

This year Rite Aid has been moved to our Naughty List, as Christmas is not the main focus this holiday season. Be sure to contact [Rite Aid](#) and remind them why Christmas is celebrated.



### TJ Maxx

With no reference to “Christmas” and only a handful of “holiday” references within product associations and advertisements, this department 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.



### Walgreens

This store refers to the term “holiday” more frequently than the term “Christmas”, with a very small number of associations within products and advertising. Call Walgreens at 800–925–4733 and encourage them to bring the Christmas spirit back into their stores.