

# LIBERTY COUNSEL



## Naughty and Nice Retail List in 2017

# NICE

### Companies that recognize and celebrate Christmas.



#### AC Moore Arts & Crafts

While "Christmas" is still in the lead over "holiday" in products and advertising, "holiday" is still a strong focus. The real Reason for the season is a focal point as well - Jesus, Nativity scenes and 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 thank them for keeping Christ in Christmas and urge them to not forget.



### **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 for the season.



Your Christmas Cheer:  
We've got it here!



### **Bealls Department Store**

This department store is on our Nice List for the second year in a row! With multiple references to "Christmas" and biblical elements, Bealls is focused on bringing the Reason for the season into your home. Be sure to contact [Bealls](#) at 800-569-9038 and thank them for recognizing and appreciating the true meaning of Christmas.



### **Belk**

Although the usage of "Christmas" is not frequent 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 not ignoring the real Reason we celebrate.



### **Bronner's CHRISTmas WONDERLAND**

"Christmas" is used more than "holiday," and reference to Jesus, Nativity scenes and other biblical elements are made. Christmas is 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" is prevalent within products and advertising. While there is a generous usage of the term "holiday," references to Jesus, Nativity scenes and biblical elements do exist. The Christmasplace.com site exhibits many "Christmas" greetings as well as "holiday." Email [santa@christmasplace.com](mailto:santa@christmasplace.com) or [contact page](#) and thank them for keeping Christ in Christmas.



### **CVS Pharmacy**

CVS includes the term "Christmas" in their products and advertising. [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 both products and advertising. The term "Christmas" is appearing more than in previous years. The company also sells many Nativity themed products. 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". The product line also reflects the company's biblical roots. [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, several times on the home page alone. [Contact Home Depot](#) and thank the home improvement store for remembering the Reason for the season.

### EVERYTHING YOU NEED FOR CHRISTMAS

including lights, decorations, trees, wreaths and more



Christmas Tree Decorations



Christmas Lights



Christmas Trees



Indoor Christmas Decorations



### JCPenney

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



### Kirkland's

For the second 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 scenes and biblical elements that remind us of the Reason for the season. [Contact Kirkland's](#) to thank them for keeping Christ in Christmas.



### **Kmart**

The company uses both “holiday” and “Christmas.” A rich variety of Christ-focused products are available. [Contact Kmart](#) to thank them for providing Christ-centered Christmas products.



### **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. 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. Due to 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 scenes and biblical elements. Macy's website categories are all labeled Christmas on the title page, and only a few substitute the word for “holiday.” However, the store itself shows sparse mention of “Christmas.” Use Macy's [Contact Us](#) page to encourage them to keep Christ in Christmas.



### **Menards**

At 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**

“Holiday” and “Christmas” are both used 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 scenes 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 scene 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 can be found in print, TV commercials and online. [Contact WalMart](#) and thank the retailer for keeping true to the spirit of Christmas.



## Companies that silence and censor Christmas.



### 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 Christmas back into their stores.



### American Eagle Outfitters

Only about a dozen "Christmas" references appear in products and advertising between AEO and its sister company Aerie, 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 Rasmussen Polls, 70 percent of [consumers prefer greetings of "Merry Christmas"](#) over "Happy Holidays" by retail stores.



### **Barnes & Noble**

Once again, 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 over the past few years. 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.



### **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. It uses 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, Bill Chandler, at GAP Incorporated, issued a letter in which he referenced “Christmas” nine times and wrote that every store window will have signs saying “Merry Christmas,” and he 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, including the affiliated Old Navy, Banana Republic, and Athleta, have 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**

Unfortunately, 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 mention of “Christmas.” [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 and named.



### Old Navy

There is a 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” as anything more than generic winter symbolism. Call 800-653-6289 to politely encourage Old Navy to strengthen their ties to Christmas.



### RadioShack

There is no usage of “Christmas” and no references to Jesus, Nativity scenes or biblical elements in products or advertising. [Email](#) or call 800-843-7422 to encourage Radio Shack to bring Christmas into the season.



### Rite Aid Pharmacy

Christmas is not the main focus this holiday season at Rite Aid. The company uses phrases such as, “Holiday shop,” the “destination for all your holiday needs” and “shop Rite-Aid for the best holiday offers” without any mention of the real Reason for the 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 or any of its sister companies Marshalls, Sierra Trading Co., Homesense, and HomeGoods. [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.

