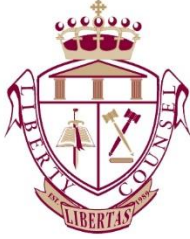


LIBERTY COUNSEL



Naughty and Nice Retail List in 2023

Approximately 70 percent of shoppers prefer greetings of “Merry Christmas” over “Happy Holidays” by retail stores according to a 2012 [Rasmussen Poll](#).



Companies that recognize and celebrate Christmas.



Academy Sports + Outdoors

Instead of getting coal this year, Academy Sports + Outdoors gets on the nice list by featuring its “Christmas Collection” of outdoor gifts. Be sure to contact Academy at 888-922-2336 and congratulate them for making the nice list.



American Eagle Outfitters

While there are not many Christmas-themed items on the American Eagle website, the term “Christmas” is used in some of their product titles and descriptions. Give American Eagle a call at 888-232-4535 or [email them](#) to encourage them to carry more Christmas-themed items.



Bath & Body Works

When navigating to the Bath & Body Works’ website, shoppers will see the site is decorated for the Christmas season. While Bath and Body Works mentions several winter religious holidays and uses generic holiday sentiments, Christmas is featured equally as other holidays in their graphics and product titles. This company is not afraid to use the word! Contact [Bath & Body Works](#) and let them know how much you appreciate their views on Christmas.



Bealls Department Store

Upon arriving at the Bealls’ website you will be invited to “Shop all Christmas.” The store has a Christmas category and has many items expressing Christmas sentiments. Call Bealls at 800-569-9038 to thank them for celebrating Christmas!



Bed Bath & Beyond

At a casual glance on their website, this home décor store offers many “holiday” products, but search “Christmas” and you will find many featured Christmas categories. Call them at 801-947-3100 to thank them for keeping Christmas in their store.



Belk

While Belk references “Christmas” sparingly on its website, the department store offers many Christmas-labeled products and Christian gifts. [Contact Belk](#) or call them at 866-235-5443 to encourage them to continue their Christmas spirit!



Best Buy

Best Buy is an electronics store and not a department store, so it does not carry traditional Christmas products. However, they do have quite a selection of Christmas movies and they also sell Christmas sheet music. [Contact Best Buy](#) or call them at 888-237- 8289 to thank them for celebrating Christmas!



Big Lots!

Big Lots! has many “Christmas Finds” and is not shy about displaying what season it is. This department store features a special “Christmas” category for all the essential staples of Christmas. [Contact](#) Big Lots! to appreciate them for making a big deal out of Christmas.



Bronner's CHRISTmas WONDERLAND

Of course, Bronner's CHRISTmas Wonderland made our list! As a Christian company, references to Christ and the Nativity are very prominent and the products are explicitly labeled "Christmas." Clearly this company sticks to their Christian roots and keeps Christ in the center of all they do! Email them at customerservice@bronner.com or call at 989-652-9931 to encourage them in their stand for Christ.



Christmasplace.com

There are quite a few items labeled as "holiday," but there are many more prominent products that are labeled as "Christmas." There are also plenty of items that have "Merry Christmas" on them as well as a large selection of Nativity scenes. Give the company a call at 800-445-3396, email santa@christmasplace.com or use their [contact page](#) to express your appreciation!



Costco

While Costco's website displays a generic winter holiday feel, their "Holiday & Seasonal" section has several "Christmas" categories from which to shop. Costco offers many traditional Christmas items, such as Christmas trees, Nativity scenes, and ornaments. [Contact](#) Costco to encourage them to keep Christmas in stock.



Dillard's

On its website, Dillard's has two "Christmas" catalogs and features a "Christmas Shop" for many home décor items, including Christmas trees, ornaments and decorations. They do not shy away in using the holiday's name. Call Dillard's Department Store at 800-345-5273 or use their [contact page](#) to thank them for keeping Christmas alive and well in their products.



Hallmark

Hallmark carries a variety of "Christmas" products, such as Christmas cards and Christ-centered gifts. While the website avoids appearing overtly religious using generic "holiday" references, they do have a large selection of Nativity scenes and Christian ornaments. Give Hallmark a call at 800-425-5627 or [contact Consumer Care](#) to sustain their Christmas spirit!



Hobby Lobby Stores

Staying true to their Christian values, Hobby Lobby celebrates Christmas in the best way. Their homepage prominently advertises many Christmas products and they carry many items printed with "Merry Christmas." Many other items are actually labeled as "Christmas" decorations and there is a large selection of Nativity scenes. According to its website, Hobby Lobby is a business "committed to honoring the Lord." [Contact Hobby Lobby](#) or call them at 800-888-0321 to say thank you for celebrating Christmas!



The Home Depot

All of Home Depot's holiday-themed decorations are labeled "Christmas" instead of "holiday." These include many Christmas trees, Christmas lights, outdoor Christmas decorations, etc. The categories of holiday items on their webpage are also labeled as "Christmas Decorations." [Contact Home Depot](#) or call them at 800-466-3337 to show your appreciation for giving the Christmas spirit a home!



JCPenney

On JCPenney's website, their "holiday" section lists trees, bedding, and decor with the "Christmas" label. As far as religious items go, there are several Advent calendars and Nativity scenes from which to select. While these may be a smaller selection than other Christmas-themed items, they are still a part of JCPenney's product lines. Give them a call at 800-322-1189 to encourage them in their celebration of Christmas!



Kirkland's

Kirkland's home page is decorated for Christmas and their "Holiday" tab contains many "Christmas" items. Under the "Holiday" tab, there are several different holidays listed, one of them being Christmas. Kirkland's does not shy away from using the word Christmas to label their products, and they also have Advent calendars and Nativity Scenes. Please [contact Kirkland's](#) or call them at 877-541-4855 to say thank you for featuring Christmas prominently.



Kohl's

While Kohl's is getting into the "Holiday" spirit, you can enter the word "Christmas" in the search bar to find many Christmas products. The search results will lead you to many items, such as "Christmas trees, Christmas ornaments, Christmas pajamas, Christmas Bed & Bath and Christmas Jewelry," and more. Reach out to <https://cs.kohls.com/Kohl's> through Instagram or Twitter to say thank you.



Lehman's Hardware - While the use of the word "Christmas" is not as prevalent on Lehman's website as it is on others, they do feature a "Christmas Store" section and "Christmas Cookie Recipes." Many items in stock are labeled as "Christmas" and several feature Nativity scenes. [Contact Lehman's Hardware](#) online to encourage them to feature more Christmas items!



Lord and Taylor

After a stint on the Naughty List, Lord and Taylor joined the Nice List this year. While the term "holiday" seems favored over "Christmas," their website hosts a beautiful gift theme and a simple search will reveal a wide assortment of "Christmas" labeled items and gifts. Contact Lord and Taylor at 800-223-7440 to encourage them not to shy away from "Christmas."



Lowe's

Lowe's holiday decorations section is loaded with items with the word "Christmas." Call Lowe's at 800-445-6937 or contact them [online](#) to show your appreciation for their joy of Christmas!



Macy's

Similar to Lowe's, when we searched for "Christmas" items on Macy's website, there were multiple categories of Christmas products that appeared. Several of the items they sell actually say "Merry Christmas," and the term "Christmas" far outweighs their use of the word "holiday" when describing decorations. Reach out to [Macy's](https://www.macys.com) at [1\(800\)289-6229](tel:18002896229) to tell them Merry Christmas!



Menards

Menards' Christmas Department welcomes you with a big "Merry Christmas." The department has clearly labeled categories, such as "Indoor Christmas" and "Outdoor Christmas." Several of the items Menards sells say "Merry Christmas," and there are also quite a few Nativity items. Thank [Menards](https://www.menards.com) for their prevalent use of the word "Christmas" by contacting them on Twitter or Instagram.



Nordstrom

This beautiful department store offers many "Christmas" items, including apparel featuring "Merry Christmas." Make sure to call [Nordstrom](https://www.nordstrom.com) at 888-282-6060 and thank them for their wonderful celebration of Christmas!



Old Time Pottery

On their home page, Old Time Pottery states "Christmas flair is in the air." They have a large selection of Christmas trees, ornaments, and other decorations. Give [Old Time Pottery](https://www.oldtimepottery.com) a call or reach out on social media to say thank you for the "Christmas Flair."



Sears

Sears does not use the word "Christmas" to label their categories on the website as much as other stores, although they do have a "Christmas" section under the "Seasonal" items tab. However, there are very few Nativity scenes to choose from and few things that say "Merry Christmas." Overall, Christmas is mentioned but the word and references to Christ could stand to be more prominent. [Contact Sears](https://www.sears.com) on Facebook, Instagram, or Twitter to encourage them to step up their Christmas game.



Staples

There is little use of the word "Christmas" on Staples' website, but there is definitely a large variety of products like stationery, wrapping paper, and decor that mention the name. Staples also has thousands of Christmas decorations and Christmas-themed office supplies. Call Staples at 800-333-3330 to show your support for their recognition of Christmas in their product lines!



Walmart

Walmart made our list very quickly. The company is not afraid to label their website categories as "Christmas" decorations and many of their Christmas items are labeled as "Christmas" rather than "holiday." There are also MANY options for Nativity scenes. However, only some things say "Merry Christmas" and there are more items that say "Happy Holidays." Contact Walmart through their website and say thank you for celebrating Christmas!

NAUGHTY

Companies that silence and censor Christmas.



Barnes & Noble

Consistently, Barnes & Noble is on our Naughty List. This well-known bookstore places little acknowledgement on the Christmas season, but rather the “holiday” season with its “gift guide.” Although this store sells Christian products, this bookstore 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 stores.



Burlington Coat Factory

Burlington made the Naughty list again this year avoiding the word “Christmas” by featuring just “holiday” selections. The store’s holiday theme lacks meaning as it obviously avoids of the Reason of the season. Call Burlington at 855-355-2875 to graciously request a purposeful Christmas theme in their 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. 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 at 877-846-9997 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 is now becoming a Naughty List regular. GAP, including the affiliated **Old Navy**, **Banana Republic**, and **Athleta** stores, have shown a decline in Christmas friendliness with reduced references on their website and in stores. Call 800-333-7899 to politely encourage GAP to strengthen their ties to Christmas.



J. Crew Outfitters

Unfortunately, J. Crew’s home page remains void of any mention of “Christmas.” The term “holiday,” however, is used. Contact J Crew at 800-562-0258 to let them know that consumers also buy their products during the “Christmas” season for “Christmas” gifts.



Kmart

Yes, Kmart is still around, but its website provides little clues that “Christmas” is still a thing. [Contact](#) Kmart to let them know they should put more effort into celebrating “Christmas” next year.



The Loft

The Loft scarcely uses “holiday” on its website and “Christmas” is not found. The campaign is more geared toward the winter season than anything else. Call The Loft at 888-563-8444 to kindly request a Christmas campaign.



Rite Aid Pharmacy

Christmas is not the main focus of the holiday season at Rite Aid. The company has a category called “Holiday shop” that will help you “Deck the Halls” with some Christmas-labeled items, but without any mention of the real Reason for the season. Be sure to contact Rite Aid at 800-748-3243 and remind them why Christmas is celebrated.



Sam’s Club

This wholesaler appears to want to avoid saying “Christmas.” Its seasonal categories list “Memorial Day,” “Halloween,” “Fall Harvest,” and even “Easter,” but “Christmas” is a glaring omission. While Sam’s Club offers many traditional Christmas items, the Reason for the season’s club membership seems to have expired. Contact Sam’s Club and kindly ask them to renew Christmas’ membership.



Target

Target once again makes the Naughty List. While the popular department store features a litany of Christmas-labeled items and products, Target is “all in” on woke decorations. For instance, they feature “Pride Christmas Nutcracker” figures sporting a “pride” hat and flag, as well “Pride Santa” dolls and a black Santa in a wheelchair. Contact Target at 800-440-0680 to inform them of how they are making a mockery of the Christmas holiday.



TJ Maxx, Marshalls, HomeGoods, Sierra Trading Co. and Homesense

With no overt reference to “Christmas” and only a handful of “holiday” references within product associations and advertisements, this department store remains on our Naughty List. While “Christmas” can be found in a few product titles, it is largely absent from TJ Maxx and its sister companies Marshalls, HomeGoods, Sierra Trading Co., and Homesense. Call 800-926-6299 to encourage TJ Maxx to open their arms to customers who celebrate Christmas.



Walgreens

This store refers to the term “holiday” frequently and only has a few “Christmas” items. There are also several references to “Christmas” in the Frequently Asked Questions section. Call Walgreens at 800-925-4733 and encourage them to bring the Christmas spirit.