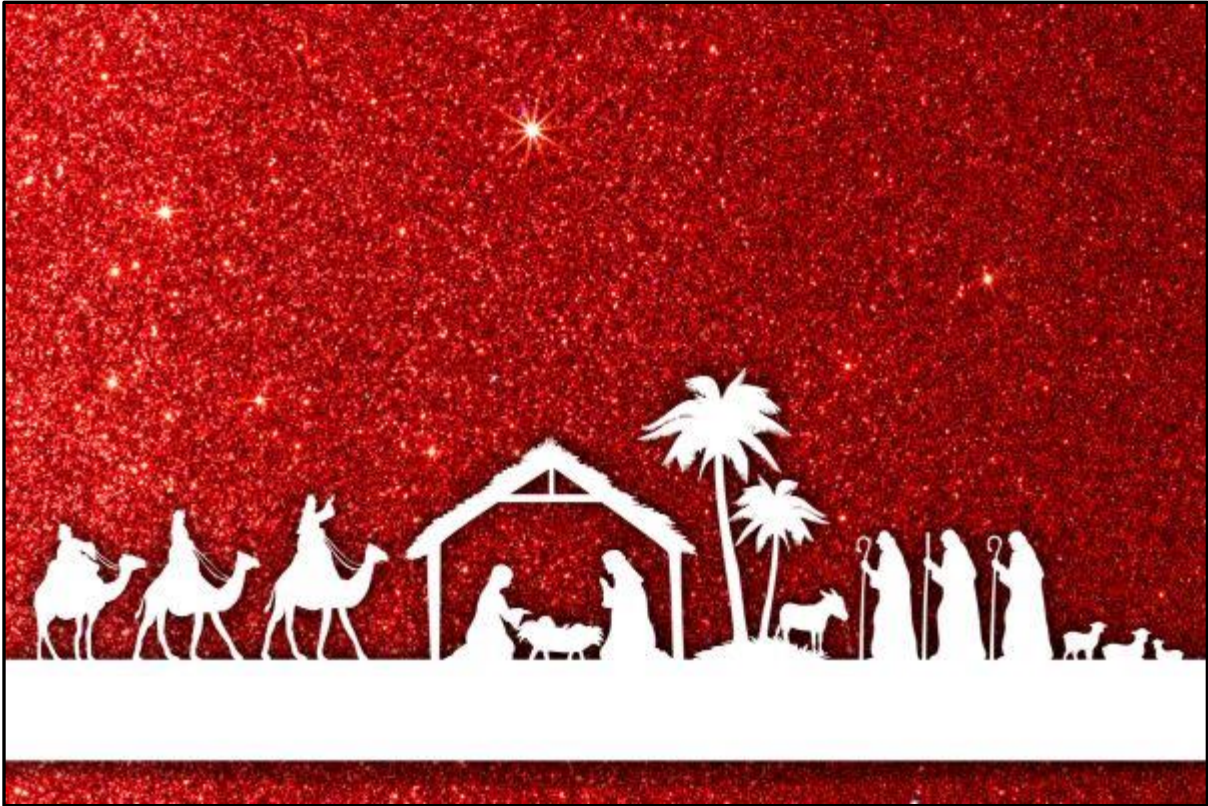


# LIBERTY COUNSEL



## Naughty and Nice Retail List in 2024

Approximately 61 percent of adults prefer greetings of “Merry Christmas” over “Happy Holidays” according to a 2022 [Monmouth University Poll](#).



**Companies that recognize and celebrate Christmas.**



### **Academy Sports + Outdoors**

Academy Sports + Outdoors keeps its place on the nice list by featuring its "Christmas Hot Deals" for outdoor gifts. Be sure to contact Academy at 888-922-2336 and encourage them to keep the "Christmas" deals going year after year.



### **Bath & Body Works**

Bath & Body Works once again has its website decorated for the Christmas season. While Bath and Body Works mentions several winter religious holidays and uses generic holiday sentiments, "Christmas," and especially "Feliz Navidad," are mentioned frequently and equally as other holidays in their text, graphics, and product titles. This company is not afraid to use the word! Contact [Bath & Body Works](#) and let them know how much you are rooting for them to stay on the Nice List next year.



### **Bealls Department Store**

In 2023, Bealls invited shoppers to "Shop all Christmas," but this year the store's festive theme avoids "Christmas" with the offer of "Everything Everyone." However, Bealls brightly maintains its Christmas section and has many items expressing "Merry Christmas" sentiments. Call Bealls at 800-569-9038 to encourage them to keep Christmas in store!



### **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 references to "Christmas" are hard to come by on Belk's 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 ramp up their Christmas spirit!



### **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 stays on the Nice 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](mailto:customerservice@bronner.com) or call at 989-652-9931 to encourage them in their stand for Christ.



### **Christmasplace.com**

There is always room on the Nice List for a store with “Christmas” in its name. There is no lack of Christmas spirit here plenty gifts and items appropriate for the season. Give the company a call at 800-445-3396, email [santa@christmasplace.com](mailto: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**

Dillard’s website is definitely ready for the winter holiday season and features a “Christmas Holiday 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 “Christmas” section full of Christmas cheer. 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 “Christmas” and festive holiday products adorned 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**

Many of Home Depot’s holiday-themed decorations are labeled “Christmas” instead of just “holiday.” These include many Christmas trees, Christmas lights, outdoor Christmas decorations, and even a “Christmas Animatronics” section. [Contact Home Depot](#) or call them at 800-466-3337 to show your appreciation for giving Christmas a home!



### **JCPenney**

While JCPenney leans exclusively into the generic “holiday” theme on its main webpage, “Christmas” begins to appear when you shop for Christmas-themed items, such as trees, baking, décor, and more. As far as religious items go, there are several Advent calendars and Nativity scenes from which to select. Give them a call at 800-322-1189 to encourage them to store up on more Christmas!



### **Kirkland’s**

Kirkland’s home page is decorated for Christmas with a prominent “Christmas” section with many items to click on. The home décor store also has a “Holiday” tab that contains many “Christmas” items. Under the “Holiday” tab, there are several different holidays listed but Christmas comes first. Kirkland’s does not shy away from using the word Christmas. Please [contact](#) Kirkland’s or call them at 877-541-4855 to say thank you for featuring Christmas prominently.



### **Kohl’s**

While Kohl’s embraces a soft holiday feel on its website, 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, décor, apparel, and more. [Reach](#) out to Kohl’s or say thank you on Instagram or Twitter.



### **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 featuring an assortment of holiday items. 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**

According to the Lord and Taylor website, the store is under new ownership and is preparing for a major relaunch. Its website is an obvious placeholder for their forthcoming redesign. Since Lord and Taylor returned to the Nice List in 2023, we will keep Lord and Taylor on the Nice List in hope that “Christmas” is included in their new vision.



### **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**

At publishing time for this list, Macy’s website only highlighted its “Gift Guide” and “Holiday Hosting” sections, but when we searched for “Christmas” items on Macy’s website, we found Macy’s “Christmas Shop” that has multiple categories of Christmas products. Here, the word “Christmas” far outweighs their use of the word “holiday.” Reach out to Macy’s at 1-800-289-6229 to tell them Merry Christmas!



### **Menards**

Menards' Christmas Department welcomes you with a big "Merry Christmas & Happy Holidays." 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](#) for their prevalent use of the word "Christmas" by contacting them on Twitter or Instagram.



### **Nordstrom**

This beautiful department store barely stays on the Nice List in 2024. While Christmas seems like an afterthought on its website, scrolling down will reveal a narrow banner titled "Wonder All the Way." Here, or by searching "Christmas" in the search bar, you can find many Christmas items such as advent calendars, "My 1<sup>st</sup> Christmas" onesies, and cute Christmas books. However, some apparel options featured prominently can't quite complete the "Merry Christmas" greeting by stopping short at just saying "Merry." Make sure to call Nordstrom at 888-282-6060 and wish them a "Merry *Christmas*" in hopes they stay on the Nice List in 2025.



### **Old Time Pottery**

In 2023, Old Time Pottery's homepage whimsically declared "Christmas flair is in the air," but in 2024, it strikes a more business-like tone with "Unwrap Festive Savings." Keeping them on the Nice List is their selection of Christmas trees, ornaments, and other decorations. Give [Old Time Pottery](#) a call or reach out on social media to encourage them to not hold back on the "Christmas Flair."



### **Sam's Club**

This wholesaler moves to the Nice List this year after renewing its Christmas membership by now including "Christmas" in its seasonal categories list. Sam's Club offers many traditional Christmas items for shoppers. [Contact](#) Sam's Club and proudly wish them a "Merry Christmas."



### **Sears**

Sears uses the word "Christmas" sparingly but does have a "Christmas" section under the "Seasonal" items tab. However, Sears offers many items that say "Merry Christmas." Overall, Christmas is mentioned but Sears could be warmer and more inviting to Christmas shoppers. [Contact](#) Sears 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 décor 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!



### Target

Target ends its disastrous stint on the Naughty List by improving its aim and presenting more traditional Christmas offerings. At the time of this list's publication, the popular department store has clearly backed off its holiday "pride" items and woke decorations that made a mockery of Christmas in 2023. For instance, they now feature a strong "The Everything Christmas Shop" full of traditional and festive gifts and decorations. Contact Target at 800-440-0680 to cheer them as they get closer to a "Christmas" bullseye.



### Walmart

While Walmart gives off a generic holiday vibe, it labels many of their Christmas items as "Christmas" rather than "holiday." There are also MANY options for Nativity scenes and items that say "Merry Christmas." [Contact](#) Walmart through their website and say thank you for celebrating Christmas!



## Companies that silence and censor Christmas.



### American Eagle Outfitters

Unfortunately, American Eagle Outfitters moves to the Naughty List this year. While its website acknowledges it is winter with an assortment of holiday-related gift ideas, American Eagle Outfitters appears to have sterilized its online store of the term "Christmas," and has rather opted to feature a "Grinch Shop" as its main holiday gift theme. "The Grinch" has definitely stolen Christmas at American Eagle Outfitters. Give the company a call at 888-232-4535 or [email them](#) to encourage them to rescue Christmas.



### Barnes & Noble

Consistently, Barnes & Noble is on our Naughty List. This well-known bookstore places little focus on the Christmas season, but rather on the "holiday" season with its "Holiday Gift Guide." While this store sells Christian and Christmas products, this bookstore remains distracted from the Reason for the season. Call Barnes & Noble at 800-843-2665 to encourage them to bring true Christmas back to their stores.



### Best Buy

It is winter but not "Christmas" at Best Buy. As Best Buy is an electronics store and not a department store, it does not carry traditional Christmas products, but its products make for amazing gifts nonetheless. Yet, Best Buy makes its debut on the Naughty List for its website comes off a bit cold with a minimalist approach to the winter holidays and virtually no mention of "Christmas" in sight. [Contact](#) Best Buy or call them at 888-237-8289 to warm up to the idea of Christmas!



### **Burlington Coat Factory**

Consistency. Burlington continues to make the Naughty List by avoiding the word "Christmas" and only 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.



### **CVS Pharmacy**

CVS is a new addition to the Naughty and Nice List in 2024. We found that the word "Christmas" is conspicuously absent from CVS' holiday campaign. The company's "Holiday Shop" lists other holidays such as Hanukkah, St. Patrick's Day, and thankfully, Easter, among others, but without any mention of the real Reason for the season. Be sure to [contact](#) CVS and prescribe a dose of Christmas spirit.



### **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.**

This Naughty List regular has minimal references to "Christmas" or any biblical elements within its product associations and advertisements. Gap, Inc., including the affiliated **Old Navy**, **Banana Republic**, and **Athleta** stores, continue to avoid "Christmas" on their websites. Call 800-333-7899 to politely encourage these stores to strengthen their ties to Christmas.



### **J. Crew Outfitters**

Unfortunately, J. Crew's home page still 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 in business – perhaps a Christmas miracle. Yet, its website provides little clues that "Christmas" is still a thing. [Contact](#) Kmart to let them know they should put more effort into celebrating the true "Christmas" miracle next year.



### **The Loft**

Once again, 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.



### **Neiman Marcus**

A newcomer to the Naughty and Nice List, this extravagant clothing and apparel retailer features a healthy Christmas décor selection. However, after 98 years of publishing its annual gift catalog, known as the “Christmas Book,” it has changed the name to the “Holiday Book.” The company stated it changed the book’s title in the name of “inclusivity” so more people feel welcome to celebrate the season. We might ask, celebrate what “*season*?” Call Neiman Marcus at 1-888-888-4757 and tell them they already had the perfect name for its gift catalog because this is the “Christmas” season.



### **Rite Aid Pharmacy**

Christmas is not the main focus of the holiday season at Rite Aid. The company has a category called “Holiday” 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.



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

With no overt reference to “Christmas” and only a handful of “holiday” or “gift” references, these associated department stores remain 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**

Traditionally, Walgreens has not been in a true Christmas spirit. At the time of this list’s publication, Walgreens had not yet displayed a winter or holiday theme on its website. Although, the store did offer a “holiday sneak peek” section with a few “Christmas” items. Call Walgreens at 800-925-4733 and encourage them to stock up on some Christmas spirit.