

# LIBERTY COUNSEL

## NAUGHTY & NICE LIST

# Friend or Foe 2011

This list is based on research conducted by Liberty Counsel and reports from consumers. The list is frequently updated. Send your reports to Liberty@LC.org.

Be sure to thank retailers that acknowledge Christmas and give your respectful opinion to retailers that pretend it doesn't exist.

## Naughty



**77kids** – An American Eagle Outfitters, Inc. brand. Web site: home page “Get Up + Glow” theme. “Holiday Lookbook” guide with subtitle “Makin’ It Bright This Party Season” populates to numerous click-throughs with “Christmas” not mentioned anywhere on site. “Christmas” search produced 0 items. American Eagle traditionally “Christmas” unfriendly.” Contact stores  
[http://www.ae.com/77kids/contact/feedback\\_store.jsp](http://www.ae.com/77kids/contact/feedback_store.jsp) Contact website  
[http://www.ae.com/77kids/contact/feedback\\_aecom.jsp](http://www.ae.com/77kids/contact/feedback_aecom.jsp)



**aerie** – An American Eagle Outfitters, Inc. brand. Web site: “Merry Aerie Gifts” on home page donned with very skimpy lingerie model. “aerie Wishlist.” “Christmas” search revealed only one brief item (pun intended). Company unusually “Christmas” unfriendly. Contact store  
[http://www.ae.com/aerie/contact/feedback\\_store.jsp](http://www.ae.com/aerie/contact/feedback_store.jsp) Contact web site  
[http://www.ae.com/aerie/contact/feedback\\_aecom.jsp](http://www.ae.com/aerie/contact/feedback_aecom.jsp)



**American Eagle Outfitters, Inc.** – Naughty for four years over egregious disregard for “Christmas.” Web site: Company profits off colors, sights and symbols of “Christmas” but exclusive of “Christmas.” “Live to Give, Love to Get,” “Holiday Wishlist” and “AE Gift Guide” on home page. Search yielded no “Christmas” items. Entire site purged of “Christmas” references. Contact stores  
[http://www.ae.com/web/contact/feedback\\_stores.jsp](http://www.ae.com/web/contact/feedback_stores.jsp) Contact web site  
[http://www.ae.com/web/contact/feedback\\_aecom.jsp](http://www.ae.com/web/contact/feedback_aecom.jsp)

## Nice



**AC Moore Arts & Crafts** – Web site: “Christmas Countdown” prominently featured on home page. “Christmas” search revealed 760 “Christmas-”labeled items such as “Christmas” books, “Christmas tree” and “Christmas recipes” but must search to locate products. Contact AC Moore <http://www.acmoore.com/ContactUs.aspx> to politely suggest they use more “Christmas” and less holiday in all of their advertising.



**Belk** – Web site: multiple “Christmas” mentions in early November. Late November yielded tiny “Christmas Corner” link at top with slightly larger “Visit Christmas Corner” link at bottom of home page. “Christmas Corner” populates to “It’s beginning to look a lot like Christmas,” “12 Days of Christmas,” “*Christmas chic*” and “My First Christmas. “Merry Christmas Y’all” pillow. “Christmas search revealed 3,944 truly “Christmas” items. “oh Christmas Tree” & “ho ho ho Merry Christmas” gift cards. In-store shopping experience  
[http://www.belk.com/AST/Misc/Belk\\_Stores/Customer\\_Service/Tell\\_Us\\_What\\_you\\_think/InStore\\_shopping\\_Experience.jsp](http://www.belk.com/AST/Misc/Belk_Stores/Customer_Service/Tell_Us_What_you_think/InStore_shopping_Experience.jsp) & online shopping experience  
[http://www.belk.com/AST/Misc/Belk\\_Stores/Customer\\_Service/Tell\\_Us\\_What\\_you\\_think/Online\\_Shopping\\_Experience.jsp](http://www.belk.com/AST/Misc/Belk_Stores/Customer_Service/Tell_Us_What_you_think/Online_Shopping_Experience.jsp)



**Best Buy** – 2010 Nice success story because cute TV commercials about “Christmas magic” and “Christmas being here.” 2011 Website: “Black Friday may be over but its spirit lives on” with no mention of “Christmas” or “Christmas” spirit on home page. “Christmas” search reveals 2,329 manufacturer-labeled “Christmas” items but site omits “Christmas.” Liberty Counsel will monitor future Best Buy advertisements. Consumers may contact the company at <http://www.bestbuy.com/site/olspage.jsp?id=cat1>

## *Naughty - Continued*



**Athleta** – A Gap, Inc. brand. Web site: Winter snow theme but does not mention “Christmas.” Search yielded no “Christmas” items. Company does not promote “Christmas” in stores or other advertisements. Contact page <http://athleta.gap.com/customerService/info.do?cid=44993&mlink=5058,3600392,6&clink=3600392>



**Banana Republic** – A Gap, Inc. brand. Web site: use of “Christmas” colors and symbols but no mention of “Christmas.” “A Gifted Holiday” section on home page links to “Celebrate the Season.” “Holiday Looks” link on home page also links to “Celebrate the Season.” Company purged “Christmas” in stores or other advertisements. Contact <http://bananarepublic.gap.com/customerService/info.do?cid=7886&mlink=5001,2930364,3&clink=2930364>



**EB Games** powered by GameStop – Manager explained in 2010 GameStop’s philosophy that the company supports “ ... many religious holidays such as Hanukkah, Kwanzaa, Yule, and other holidays. GameStop does not discriminate against any religion ....” In contrast, “Christmas” is silent and neglected on their home page as well as throughout the site. A “Christmas” search revealed only ten manufacturer-labeled “Christmas” items. Contact web site <http://www.gamestopcorp.com/contactus.aspx>



**Gap** – Naughty for six years over flagrant disregard for “Christmas.” Web site: “the GIVE JOY Shopping Event,” “GIFT me” and “Shop Perfect Holiday Presents” on home page. Search revealed only two secular items listed under “Christmas.” Printed ads in popular magazines “I Want Candy.” Company purged “Christmas” in stores or other advertisements. Contact Gap [custserv@gap.com](mailto:custserv@gap.com) to politely explain why your Christmas dollars

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[2104&type=page](#) to encourage “Christmas” themes in all advertising.



**Bronner’s CHRISTmas WONDERLAND** – Web site: “World’s Largest Christmas Store” and “Enjoy CHRISTmas all Year.” “Christmas Trees,” “Christmas Lights,” “Christmas Ornaments,” “Advent Calendars,” “Nativity Scenes” and “CHRISTmas” everywhere on site! “Christmas” search yielded 4,775 “Christmas-”labeled items. Consumer Report: Bronner’s “ha[s] an actual chapel, which is a replica from one in Germany, on their grounds. They don’t just celebrate Christmas once a year; they celebrate it in their store, and in their hearts everyday. Contact email [customerservice@bronner.com](mailto:customerservice@bronner.com) for Wayne Bronner to express your appreciation for his love of Christ.



**Cabela’s** – Web site: “Christmas Gift Shop” link on home page. Printed catalog 1: Front cover of “Cabela’s 2011 Christmas Catalog.” Printed catalog 2: Front Cover of “Cabela’s 2011 Christmas Gifts Catalog.” Numerous “Christmas” references throughout web site and both catalogs. “Merry Christmas” gift cards. Contact email <https://cabelas.custhelp.com/app/ask>



**Chic-fil-A®** – Store Marquee: “Christmas Trays Available.” In Store: Employees have Sunday off work to worship our Lord, rest or spend time with family and friends. Employees also greet with “Merry Christmas” and “Christmas” music plays. Sometimes songs are Christian “Christmas” carols that reference “God,” “Christ” and true meaning of “Christmas.” Contact page <http://www.chick-fil-a.com/Connect/Contact-Us-CARES>



**Christmasplace.com** – Web Site: Entire Nativity section. Jesus is clearly recognized as the reason for the season. “Christmas” everywhere! The South’s Largest “Christmas” Store. Numerous “Christmas” sections include:

## *Naughty - Continued*

are spent at competitors who embrace “Christmas.”



**Garmin** – Web site: “Garmin Gift Guide” and “holiday gifts” on home page. “Christmas” search revealed 549 links to dated company blog posts on prior years’ advertisements for cash and car promotions. “Christmas” neglected throughout site. Contact page <http://www8.garmin.com/contactUs/>



**J. Crew Outfitters** – Web site: “The Mini-er The Merrier” on home page. “Gift Guide” link on home page populated “Shop the Very Merry Gift Guide.” “Christmas” search revealed five clothing articles with scant connections to “Christmas.” No other mention of “Christmas.” Although J. Crew uses “Christmas” colors and symbols to profit off “Christmas” shoppers, the company does not appear to promote “Christmas.” Contact [contactus@jcrew.com](mailto:contactus@jcrew.com)



**Old Navy** – A Gap, Inc. brand. Web site: “Extended Holiday Store,” and “Gift Guide” tabs on home page populates to “merry mall” and “Holiday Dressy.” “Christmas” search revealed four secular items with no mention of “Christmas.” Company does not promote “Christmas” in stores or other advertisements. Contact email [custserv@oldnavy.com](mailto:custserv@oldnavy.com)



**Piperlime** – A Gap, Inc. brand. Web site: “Let the holiday madness begin” and “Gift Shop” on home page. No mention of “Christmas” anywhere on site. Search redirected to page promoting women’s shoes. Company does not promote “Christmas” in stores or other advertisements. Contact email [customercare@piperlime.com](mailto:customercare@piperlime.com)

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“Christmas Floral,” “Christmas Lights,” “Christmas Ornaments,” “Christmas Music,” “Christmas Trees,” “Christmas Villages,” “Nativity” and “Christmas Stockings.” Handmade personalized “Christmas” and premade “Thank You Jesus” ornaments. Consumers can shop and stay at “The Inn at Christmas Place.” Contact page [http://www.christmasplace.com/visitus/contact\\_us.cfm](http://www.christmasplace.com/visitus/contact_us.cfm)



**ComputerGear.com** – Web site: “2011 Holiday Gift Guide” and “Holiday Delivery” on home page. “Christmas” search yielded 14 references to “Christmas” such as “Christmas Delivery Schedule” and “LED Motherboard Christmas Tree ...” “Christmas” not mentioned as frequently as last year. Liberty Counsel will monitor ComputerGear throughout the Season for changes in “Christmas” status. Contact [service@computergear.com](mailto:service@computergear.com) ComputerGear to encourage them to embrace “Christmas.”



**Cracker Barrel** – Web site: “Holiday Sweepstakes” tab on home page. Shop Online tab revealed “Christmas” link that populated to “Christmas” section that revealed 60 “Christmas–”related items. In-store: “Christmas” is Seasonal focus of sales. “Christmas” music plays in restaurants and stores. Consumer Report: “Cracker Barrel restaurants and stores bring back memories of old Christmases-gone-by with the remembrance that Christmas is the focal point of the Season, not other modern-day holiday inventions.” General feedback <http://www.crackerbarrel.com/contact-us/>



**CVS pharmacy** – 2011 Naughty & Nice success story! Web site: “Christmas” link at top of home page & “Christmas Central” link in center of home page that populates to “Christmas Central” section. Each sub-section includes “Christmas Central” theme. Contact CVS pharmacy to let them know you appreciate their support of the “Christmas” season. [https://www.cvs.com/CVSAApp/help/help\\_contact\\_us.jsp](https://www.cvs.com/CVSAApp/help/help_contact_us.jsp)

## Naughty - Continued



### **Polo Ralph Lauren** –

“Christmas” colors and symbols prominently displays with “Holiday Favorites” on home page. No mention of “Christmas” anywhere on site. “Christmas” search revealed site's keyword to 16 non-“Christmas” items. Profits off “Christmas” images but omits actual references to “Christmas.” Contact email

[http://www.ralphlauren.com/helpdesk/index.jsp?display=store&subdisplay=contact&ab=footer\\_emailus](http://www.ralphlauren.com/helpdesk/index.jsp?display=store&subdisplay=contact&ab=footer_emailus)



### **Radio Shack** – Web site:

“Holiday Gifts in a Snap.” “Christmas” *literally* purged on web site, printed and circular ads. TV Commercial: very distasteful with no allusion to “Christmas.” Contact page

<http://www.radioshack.com/helpdesk/index.jsp?display=store&subdisplay=contact&stillHaveQuestion=yes>



### **Sprint** – Web site: “Christmas”

does not exist at Sprint. “Christmas” search revealed blog comments relative to customer care and holiday hours. Contact email page

<http://search.sprint.com/inquirapp/contact.jsp?INTNAV=ATG:FT:Email>



### **Staples** – Web site: “Holiday

Center” on home page. Search for “Christmas” redirects to “Holiday Center” that populates “Amazing Holiday Deals” and encouragement to “Send Holiday Cheer.” “Merry Christmas” cards labeled “Holiday Cards.” “Christmas” unfriendly. Contact email

[http://www.staples.com/sbd/content/help/contact/other\\_quest.html](http://www.staples.com/sbd/content/help/contact/other_quest.html)



### **Tractor Supply Company** –

Web site: “Holiday Shipping” and “Christmas” décor but no mention of “Christmas” on home page “Deck the Stalls” and “Holiday” themed gift card. “Christmas” search revealed

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### **Dick's Sporting Goods** – Web site:

“Christmas Gifts” link at top of home page and scroll down to “The Game Plan for a Winning Christmas.” “Christmas” search redirected back to Gift Guide. Printed: “The Game Plan for a Winning Christmas” theme at top of pages one and three of circular. Contact page

<http://www.dickssportinggoods.com/helpdesk/index.jsp?display=store&subdisplay=contact&ab=Footer>Contact>



### **Dillard's** – Web site: “Shop Christmas

Styles and Gift Ideas” link at top of home page populates to “Dillard's The Style of Christmas.” “Christmas” search revealed “Fancy Christmas ...” “Deck Your Halls with the Style of Christmas,” “The Smell of Christmas,” “Oh Come All Ye Faithful ...” “Christmas Essentials,” “Angel Nativity Figure,” and “Madonna,” “Nativity,” “Animals in Barn,” “Church Scenes,” and “Merry Christmas” cards. Three different “Dillard's The Style of Christmas” gift cards. Catalog: “Christmas Gift Guide.” Contact page

[http://www.dillards.com/kana/KanaStartServlet?splashlink=footer\\_contactus](http://www.dillards.com/kana/KanaStartServlet?splashlink=footer_contactus)



### **Disney.com** – Web site: “Disney Christmas

Crafts and Recipes” and “25 Days of Disney Christmas Fun” on home page. “Christmas Crafts ...” populates to “Christmas Fun,” “Christmas Cookies,” “Christmas Dinner,” “Christmas Central,” “Make it a Merry Mickey Christmas ...” “12 Days of Christmas Cookies” “Disney's A Christmas Carol” and “Countdown to Christmas.” “Christmas” search yields 10, 921 results. Contact page <http://disney.go.com/guestservices/contact>



### **Dollar General** – Web site: “Christmas Gift

Center,” “Christmas Décor” and “Merry Christmas” on home page. “Merry Christmas” banner populates to several pages that include “ ... Christmas Tins,” “Christmas Print Kitchen Towel,” “Christmas Print Oven Mitt,” “Christmas Salt & Pepper Shakers,” “Whimsical Christmas Word Décor,” “Homespun Santa Christmas Décor” and “Christmas Floral.” Circular:

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manufacturer-labeled “Christmas” items.  
Contact [customerservice@tractorsupply.com](mailto:customerservice@tractorsupply.com)

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“Christmas Plate,” “Christmas Floral,”  
“Homespun or Whimsical Christmas Décor,”  
“Christmas Printed ... ” and numerous other  
“Christmas” items. Contact Customer Support  
<http://www.dollargeneral.com/helpdesk/index.jsp?display=store&subdisplay=contact&stillHaveQuestion=yes>



**Eddie Bauer** – Web site: 2010 Naughty & Nice success story but no mention of “Christmas” yet on home page. “Christmas” search revealed 24 items. Contact Eddie Bauer  
[http://www.eddiebauer.com/custserv/ask\\_eddie\\_email.jsp?sectionId=24448](http://www.eddiebauer.com/custserv/ask_eddie_email.jsp?sectionId=24448)); to let them know its not too early to celebrate the “Christmas Season.”



**Frontgate**® – Web site: “Enjoy Your Most Beautiful Christmas Yet,” “ ... da Vinci Nativity,” “ ... Kostner Nativity Set,” Cartepesta Nativity & Cathedral Mirror,” “ ... Renaissance Angel,” “Gloria Angel Figure,” “Three Piece Cartepesta Wisemen,” “Manger Scene ...,” Joseph and Mary “Journey ...,” “Hand Carved Angel Ornaments,” “Christmas Trees,” “Classic Pre-Lit Christmas Wreath” and “Majestic Christmas Swag.” Contact page  
<http://www.frontgate.com/contact-us/content>



**Hallmark** – Web site: “Shop Christmas Cards,” “Christmas photo cards” and “Find the perfect Christmas cards ....” on home page. “Christmas” search yielded 1,239 items such as “Archival Christmas,” “Rustic Christmas,” The Wonder of Christmas,” “Rockin’ Cool Christmas,” “Christmas Cookies,” “We Need a Little Christmas” and “Merry Christmas Wishes.” “The Very First Christmas” in both English and Spanish. Contact Consumer Care  
[http://hallmark.custhelp.com/app/answers/detail/a\\_id/1872/session/L2F2LzEvdGltZS8xMzlyNjg3NzA5L3NpZC9aRGIVdHJLaw%3D%3D](http://hallmark.custhelp.com/app/answers/detail/a_id/1872/session/L2F2LzEvdGltZS8xMzlyNjg3NzA5L3NpZC9aRGIVdHJLaw%3D%3D)



**Hobby Lobby Stores, Inc.** – Board of Directors’ Statement of Purpose is “Honoring the Lord in all we do by operating the company in a

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manner consistent with Biblical principles.” Known for their commitment to Jesus Christ, 2011 Holiday Messages include “God Who Gave Us Life Gave Us Liberty,” “Blessed is the Nation Whose God is the Lord Psalm 33:12.” Site also offers shoppers the opportunity to accept Christ as their Savior and offers free Bibles. Hobby Lobby is closed on Sunday. “Web site: “All Christmas Floral” and “Christmas Fabric” adorn the home page. Printed ad: “All Christmas Party ...,” “All Christmas Décor,” “Christmas Trees,” “Christmas Crafts” and “Christmas Light Sets.” Contact Hobby Lobby [http://www.hobbylobby.com/customer\\_service/contact\\_us.cfm](http://www.hobbylobby.com/customer_service/contact_us.cfm) to let them know you appreciate their commitment to Christ and that they really understand the true meaning of the “Christmas Season.”



**HoneyBaked Ham** – “Christmas” friendly. In store: Employees greet and / or respond to consumers with “Merry Christmas.” Corporate office and stores play “Christmas” music. Contact email [hbexpert@hbfoodsinc.com](mailto:hbexpert@hbfoodsinc.com)



**jcpenny** – Web site: “Christmas” search reveals “Christmas” tea blends, Precious Memories “Christmas,” “Christmas Day” jar candle, “Christmas” hats, “Christmas” socks, “Christmas” tees, “Christmas Ornament,” “Christmas Trees,” “Christmas Pajamas,” “Christmas Tie” and four “Merry Christmas” gift cards. Consumer report: “ ... website advertised back on October 31 2011 ‘Making Christmas Affordable.’” In-store consumer report: “ ... some stores decorated for “Christmas” Season by Halloween.” Contact jcpenny <http://www.jcpenny.com/jcp/CustomerService.aspx?cmResetCat=True&CmCatId=70677> to encourage them to add “Christmas” instead of the words holiday or gifts more often in all of their advertising.



**Kmart** – Web site: “Christmas Décor” and “Christmas Trees” on home page. “Advent” calendars, “Advent” CDs and “Advent” DVDs. “Bible” search revealed 183 items including

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“Bibles,” “Bible” games, “ ... “Bible” CDs, “Rock of Ages Bible Rocker,” “Bible” CDs and “Bible” DVDs. “Christmas” search yielded more than eight “Christmas” sections including “The Christmas Tree Company,” “Seasonal → Christmas,” “Christmas Essentials,” “Christmas Top Sellers,” “Christmas Light Set,” “Merry Christmas” snowball, “Shop all Christmas ...” “Christmas Ornaments,” “ ... Living Vintage Christmas” and “Christmas Decorations.” “Holly Jolly Christmas” and “O’Christmas Tree” gift cards. In-stores: Some “Christmas” cards printed with Bible verses and real meaning of “Christmas.” “Christmas” layaways began in October! Feedback

[http://searshc.us2.qualtrics.com/SE/?SID=SV\\_cNurnu9Axa3rqQ&shc\\_tleaf\\_cv=&shc\\_jSessionId=0000tz5hsUBwSXG5oI0nZwR79na:15dvlI63b&shc\\_userId=&shc\\_envir=null&shc\\_time1=1323286420273&shc\\_time2=1323286443554&shc\\_prev=http%3A%2F%2Fwww%2Ekmart%2Ecom%2Fshc%2Fs%2Fsearch%5F10151%5F10104%3Fkey%3Dadvent&shc\\_referer=http%3A%2F%2Fwww%2Ekmart%2Ecom%2Fshc%2Fs%2Fnb%5F10151%5F10104%5FNB%5FCSHome](http://searshc.us2.qualtrics.com/SE/?SID=SV_cNurnu9Axa3rqQ&shc_tleaf_cv=&shc_jSessionId=0000tz5hsUBwSXG5oI0nZwR79na:15dvlI63b&shc_userId=&shc_envir=null&shc_time1=1323286420273&shc_time2=1323286443554&shc_prev=http%3A%2F%2Fwww%2Ekmart%2Ecom%2Fshc%2Fs%2Fsearch%5F10151%5F10104%3Fkey%3Dadvent&shc_referer=http%3A%2F%2Fwww%2Ekmart%2Ecom%2Fshc%2Fs%2Fnb%5F10151%5F10104%5FNB%5FCSHome)



**Kohl’s** – Web site: “Christmas” search reveals “Christmas and Holiday” section that populates to “Advent Calendars” and “Nativity” sections that feature crosses and “Holy Family” figurines. “Christmas Cards” and numerous other “Christmas–”labeled items. Although the company alternates the word “Christmas” with holidays, they acknowledge the “Advent” and religious foundations of the “Christmas” Season. Printed ads: “Incredulous Christmas.” Contact Kohl’s to encourage them to make “Christ” the dominant feature of all of their “Christmas” advertising

<https://cs.kohls.com/app/ask/noIntercept/1/session/L3RpbWUvMTMyMjU5NDMwNy9zaWQvdIZVMU5sS2s%3D>



**Land’s End** – Website: “Christmas Stockings,” “Christmas Ornaments” and one “Christmas–”labeled item. e-Catalog: “A Land’s End Christmas” populated to Christmas gifts,” “Delivery by Christmas,” “Christmas Stockings,

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and "... by Christmas" on pages 2 and 8. Contact Land's End

[https://www.landsend.com/customerservice/contact\\_us/](https://www.landsend.com/customerservice/contact_us/) to encourage them to replace occasional mentions of "Christmas" with a dominant theme of the "Christmas Season" in all venues of their advertising.



**Lehman's** – Organization founded by humble missionaries who advertise Amish survival products. Web site: "Lehman's Country Life" link on home page reveals preview and article "Handmade and From The Heart Christmas Gifts." Catalog 1: "Christmas 2011" and "Make Christmas Memories" prominently displayed on front cover with "Deluxe Christmas Fruitcake" on back cover. Catalog 2: "Christmas 2011" and "Decadent Christmas Fruitcake featured on front cover with "... Christmas tree, star, bell, angel ...." on back cover. President Galen Lehman to consumers: "Wishing you a Merry Christmas and a Happy 2012" Contact email [info@lehmans.com](mailto:info@lehmans.com)



**LifeWay Christian Stores** – Web site: "Jesus God's Greatest Gift" followed by encouragement to "Celebrate the Gift of Jesus this Christmas" emblazoned on home page. Also, "Today's Verse: For a child will be born for us, a son will be given to us, and the government will be on His shoulders. He will be named Wonderful Counselor, Mighty God, Eternal Father, Prince of Peace. The dominion will be vast, and its prosperity will never end. Isaiah 9:6-7" "Becoming a Christian: What does it take for a person to get to heaven and have eternal life? Learn how the Bible answers this question." "Christmas Gift Guide" "Debt Proof Your Christmas," "Craft-Pack Your Christmas ..." and "Ordering for Christmas" all on home page. "Christmas" search returned 1,882 products such as "Give the Gift of Jesus ...." and "Christmas Home Décor." Contact LifeWay <http://www.lifeway.com/Article/Contact-Us> to express your appreciation that, clearly, the company has an understanding that "Christmas" is the "Season for Reason" as well as the Real "Reason for the Season."



**L.L. Bean** – Web site: “Christmas Delivery Schedule,” “Christmas Gifts” and “The Holidays Are Made Here” on home page reveals two TV commercials that include “ ... different Christmases,” “could’ve been a Christmas present” and “I’d be happy to get a pair for Christmas.” “Christmas” search yielded “Ship It Free In Time for Christmas Delivery” and “Christmas list.” Catalog: “Holiday 2011.” “Christmas 2011” reveals “Christmas Favorites” on page 2. Although L.L. Bean does use several “Christmas” references, the company overuses the word holiday in all advertisements. Contact L.L. Bean

<http://www.llbean.com/customerService/contactUs/index.html?nav=ln> to express your appreciation of their acknowledgement of “Christmas” but explain that shoppers purchase products for the advent of the “Christmas Season” rather than other modern-day secular holidays.

**Lowe’s Home Improvement** – Lowe’s is neither Naughty nor Nice because it presents conflicting messages. Web site: “Christmas” did not appear on home page until December 21<sup>st</sup> when “The Joy of Christmas” was posted in large letters but removed the following day, December 22<sup>nd</sup>. Strangely, “Christmas” reappeared only once in tiny letters on home page December 23<sup>rd</sup> yet Old Saint Nick and holiday are home page and site wide themes. Holiday gift cards and holiday decorations listed five times on home page. Shipping link populates to “Ordering for Christmas” and “ ... Christmas Eve.” “Christmas” search yielded 248 manufacturer-labeled “Christmas” items. Token “Christmas” items include “Mr. Christmas,” “Christmas Tree,” “Holiday Christmas Stocking” and “Christmas String Lights.” “The joy of Christmas” gift card and “ensure Christmas Eve delivery.” In-store consumer report: “Local Lowe’s stores are void of ‘Christmas’ but holiday this and holiday that is everywhere.” Contact Customer Care <http://www.lowes.com/webapp/wcs/stores/servlet/ContactUsLandingPageView?langId=-1&storeId=10151&catalogId=10051> to encourage the company to embrace the true meaning of “Christmas” instead of nominal secular acknowledgements of the Season.

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**Martha Stewart** – Web site: “Christmas Ornament Projects,” “Christmas Table Settings,” “Christmas Tree Decorating Ideas” and “Easy Christmas Crafts” all on home page. “Christmas” slide also at top of home page. In addition to entire “Christmas” section including “Countdown to Christmas,” a “Christmas” search produced 2,444 “Christmas” results. “Advent” search yielded 35 advent products relative to preparation for the coming of Christ. Contact Martha Stewart <http://www.marthastewart.com/contact-us> to commend her organization for its brand’s commitment to both the religious (advent) and secular celebration of “Christmas.”



**Menards** – Web site: how-to video on “Christmas Trees.” “Christmas” search yielded “Christmas Power,” “Christmas Villages” and toy billboard “A Christmas Tradition.” Contact Menards <http://menards.com/main/guest-services/contact-us/c-9521.htm> to suggest they include more “Christmas” and less holiday in their advertising.



**Michaels** – Web site: “Ashland Christmas Bushes,” “Celebrate IT™ Christmas ...,” “Christmas Paper Pads,” “Creatology™ Christmas Foam” and “Duff Christmas ...” all on home page. “Featured Christmas Project” was “Christmas Felt Tree Skirt.” Printed ad: “ ... Christmas Roll Wrap,” “Christmas Trees,” “Christmas Village Collection” and “ ... Christmas Themed Ornaments.” Contact page <http://www.michaels.com/on/demandware.store/Sites-Michaels-Site/default/CustomerService-ContactUs>



**Mrs. Fields Cookies** – Web site: “Christmas Collection” on home page that populates to “Christmas Gift Collection,” “Christmas list,” “Abundant Christmas Bundle” and “Merry Christmas Mini-Trunk,” “Christmas Tree Cookie Cake,” “Merry Christmas Cookie,” “Christmas Stocking” and “Merry Christmas Platter.” “Christmas” search revealed 24 “Christmas–”specific goodies. Contact page

<http://www.mrsfields.com/contact/>



**Neiman Marcus** – Web site: “the ‘Christmas’ book” site-wide link on home page populated to “Search the Christmas Book,” four “Advent Calendars,” “... Christmas tree plate” and “... Christmas spirit.” “Christmas” search revealed 452 “Christmas–”related items such as “Christmas Friends,” “Stirring Up Christmas,” “Christmas Ornaments,” “... Christmas Garland,” “... Christmas Wreath,” “Christmas Stockings,” “Christmas Stocking Holders,” “Christmas Tree,” “Christmas Tree Skirts,” “Christmas Table” and “Christmas Kissing Balls.” Contact page <http://www.neimanmarcus.com/store/service/contactus.jhtml>



**Plow & Hearth** – a 2011 Nice success story! “Web site: “Shop Now for Christmas Delivery,” “Christmas Tree Waterer” and “Christmas Gifts” links on home page. “Christmas” search yielded 176 “Christmas” items actually labeled “Christmas.” “12 Days of Christmas ...,” “Elfin Christmas Door,” Reindeer Christmas Card ...,” “... Dog Christmas Stockings ...,” “Christmas Tree ...,” “Christmas ... Candles” and “Christmas ... Glitterdome.” Liberty Counsel commends Plow & Hearth for their progress toward recognition of “Christmas” in lieu of their 2010 neglect of the “Christmas” Season. Contact Plow & Hearth to encourage them and suggest they fully embrace “Christmas” as the focus of the “Christmas Season” in all their advertising. Contact email [http://www.plowhearth.com/service/contact\\_us.htm](http://www.plowhearth.com/service/contact_us.htm)”



**Sears** – Web site: “Advent” search revealed “Christmas Advent Wreath,” “Fontanini Nativity Advent Calendar,” “Advent” Calendars with “Bible” verses, “House Shaped Nativity Advent ...,” “Fontanini Nativity Advent” and “Advent” cards. Many “Nativity” and “Christmas” cards contain “Bible” verses. “Christmas” “Shop Christmas” and “Christmas trees and décor” links on home page. “Christmas” section includes “Sears Christmas Platinum Shoppe” section, “Countdown to Christmas,” “... ”

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everything for Christmas,” “Christmas Trees & Wreaths,” “Icicle LED Christmas,” “ ... Christmas Stick ...,” “ ... Christmas Grapevine ...” and “ ... Christmas Lighted ....” “Christmas Platinum Shoppe” hosts “Christmas” everywhere! “Elite Christmas Trees,” “Christmas Collectibles,” “Let Freedom Ring Christmas,” “Merriment Christmas,” “Cheer Christmas,” “Splash Christmas” and more! Feedback page [http://search.us2.qualtrics.com/SE/?SID=SV\\_cS\\_KkEcdWJleEGc4&shc\\_tleaf\\_cv=null&shc\\_jSessionId=0000LTF81wajNZi5glcq5QXuKBi:15g987r26&shc\\_userId=&shc\\_envir=prod-vX-&shc\\_time1=1323735941657&shc\\_time2=1323736270003&shc\\_prev=&shc\\_referer=http%3A%2F%2Fwww%2Esears%2Ecom%2Fshc%2Fs%2F%5F10153%5F12605%5FSeasonal%5FChristmas%3FredirectType%3DBRAT%5FRULE%26prop17%3Dchristmas](http://search.us2.qualtrics.com/SE/?SID=SV_cS_KkEcdWJleEGc4&shc_tleaf_cv=null&shc_jSessionId=0000LTF81wajNZi5glcq5QXuKBi:15g987r26&shc_userId=&shc_envir=prod-vX-&shc_time1=1323735941657&shc_time2=1323736270003&shc_prev=&shc_referer=http%3A%2F%2Fwww%2Esears%2Ecom%2Fshc%2Fs%2F%5F10153%5F12605%5FSeasonal%5FChristmas%3FredirectType%3DBRAT%5FRULE%26prop17%3Dchristmas)



**Stein Gardens & Gifts** – Web site: “Christmas Tree Event,” “Freshly Cut Christmas Trees,” “Fraser Fir Christmas Trees” and “Christmas Lights” and “Christmas Trees” links on home page. Contact page – <http://www.steingg.com/pc/contact.asp>



**Target** – Web site: all about “Christmas!” “Advent” search revealed “Advent Calendars,” “Advent Arts and Christmas Crafts,” “Advent Music” and “Advent” books. “Nativity Sets,” “Nativity Figurines,” “Nativity Family” and “Nativity Multicolor” “Christmas” links at top and left side along with “Christmas décor” link on right side of home page. Also, “shop gifts & Christmas” and “ ... each day ‘til christmas” on home page. “Christmas Candy,” “shop sale Christmas,” “Christmas Lighting,” “Christmas Party,” “Christmas Decorations,” “25 Days of Christmas” and so much more! Consumer Report: ““Merry Christmas”” banner greeted me as soon as I entered the door, Target definitely demonstrated the Christmas spirit.” Contact page [http://www.target.com/HelpContent?help=/sites/html/TargetOnline/help/contact\\_us/contact\\_us.html](http://www.target.com/HelpContent?help=/sites/html/TargetOnline/help/contact_us/contact_us.html)



**T.J. Maxx** – Web site: “Happier Christmas to

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All,” emblazoned on home page. Also on home page “Merry Christmas” gift cards. Share A Carol link opens up to “There’s a better way to Christmas shop.” In store: “Christmas Shop.” Facebook page: “TJ’s Christmas 2011” and “Happier Christmas to All.” Contact page <http://www1.tjmaxx.com/tjx/faq.aspx>



**ToysRUs** – Web site: “Advent” search yielded 12 “Advent” Calendars. “Bible” search revealed “Biblical” games, “Biblical books,” “Biblical” DVDs, electronic “Bible,” and “Bible” cards. “Christmas” search yielded 718 “Christmas–related items such as “ ... Little People Nativity Set – A Little People Christmas,” “Pinhead Christmas Ornament,” “Arthur Christmas ...,” “Christmas in ToyTown RC Train Set,” “Christmas” DVDs, “Christmas Stage,” “A Very Perry Christmas ...,” “Christmas” plush toys and “Christmas” books. “See our Christmas shipping calendar” on Help page. Contact ToysRUs at **1 800 869 7787** to encourage them to include more “Christmas” and less of the word holiday in all of their advertising.

**Walgreens** – Walgreens’ spokesperson, Tiffany Washington, stated ... “During the month of December, there will be greater use of ‘Christmas’ into our store and online. We completely agree that while others celebrate different holidays, we should use the word ‘Christmas’ to describe items we are selling for it. As Christmas draws closer, there will be plenty of messages in our store and online that say ‘Merry Christmas.’” In contrast, Walgreens communicates conflicting messages. As of December 20<sup>th</sup>, the company’s web site featured holiday shop, holiday sale and happy holidays prominently in large letters but “Merry Christmas” in smaller letters. A “Christmas” search redirected back to their holiday shop. Internet advertisements titled “All I want for Christmas is a chew toy: Walgreens Commercial” yielded no mention of “Christmas.” Another internet commercial “Holiday Cards in a Snap from Walgreens (30 seconds)” briefly showed a couple “Merry Christmas” cards. Consumer report 1: “‘Christmas’ is absent in stores but the word holiday is used in abundance in all types of

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advertising.” Consumer report 2: Walgreens has “internet ads for ‘Christmas’ shopping but only say Happy Holidays at the end” of the advertisements. Contact stores to encourage them to be consistent and support their spokesperson’s words with action. Call **800-925-4733**, online **877-250-5823** or Customer Service [http://www.walgreens.com/topic/marketing/contactus/contactus\\_customerservice.jsp](http://www.walgreens.com/topic/marketing/contactus/contactus_customerservice.jsp)



**WallBuilders** – Web site: Online and printed “WallBuilders Christmas Catalog” and “2011 Christmas Sales” prominently displayed on the home page. Search for “Christmas” populated an 1877 quote by John Quincy Adams, “In the chain of human events, the birthday of the nation is indissolubly linked with the birthday of the Savior.” Historical articles of “Christmas” interest include an “1844 Christmas Sermon” and “Christmas With The Presidents.” “Christmas” catalog: cover reveals “A Happy Christmas” and Bible verse, “Revelation 4:9 Give glory, honor and thanks to Him Who sits on the throne and Who lives forever and ever.” “Christmas” everywhere! “Christmas” cards reveal Bible verses with the true meaning of “Christmas.” Contact WallBuilders <http://www.wallbuilders.com/ABTcontact.asp> to express your appreciation of their love for Christ.



**Walmart** – Web site: “Bible” search revealed 1,372 results including “The Bible Experience,” “Boys Bible – NIV,” “One Year Chronological Bible,” “Veggie Tales Bible,” “Bible” calendars, “Bible” books and “Biblical” music. “Advent” search populated “Advent” calendars, “Advent books,” “Advent” devotional books on “Preparing for Jesus,” “Advent” games and “Advent” mugs. “... Get Free shipping for Christmas Delivery” and “Christmas Shop” link on home page. “Christmas Shop” yields “Christmas Décor,” “Christmas Layaway,” “Christmas Price,” “Christmas Gift Wrap” and “Christmas Cookies.” “Christmas” search revealed 6,433 “Christmas” items. Gift card webpage includes connections from Hallmark link that populates to “A Charlie Brown Christmas” storybook ad, “Enjoy a Christmas favorite,” and

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“Christmas is for being together.” “Merry Christmas” gift card. Consumer report: Walmart clerks “greeted me with “Merry Christmas””  
Contact page

[http://www.walmart.com/cservice/cu\\_comments\\_online.gsp?cu\\_heading=8](http://www.walmart.com/cservice/cu_comments_online.gsp?cu_heading=8)

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Check for updates before you go shopping – [www.LC.org](http://www.LC.org)  
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