



## The Attack on Christmas 2007: How Retailers Rate\*

[Revised as of Dec. 13, 2007 – noticed improvements highlighted on pgs 2-9]

The following information is designed to equip citizens to express their feedback (both positive and negative) to retailers concerning their Christmas advertising approaches. Retailers' contact information is provided on following pages.

<b><u>The Good</u></b> Mentions "Christmas"	<b><u>The Bad</u></b> Only token references	<b><u>The Ugly</u></b> Censors Christmas	<b><u>Mixed Reviews</u></b> For varied reasons
Amazon	Ace Hardware [local managers may have varied practices]	Banana Republic [repeat from 2006]	Discovery Channel Store [Web improvement]
American Eagle Outfitters	Best Buy [no-solicitation policy]	Barnes & Noble [no-solicitation policy]	Kmart [see page 5]
Bath and Body Works	Bloomingdale's	Circuit City [no-solicitation policy]	Home Depot [no-solicitation policy, Web improvement]
Bed, Bath, and Beyond	Borders [no-solicitation policy]	Dick's Sporting Goods	Land's End [Web still censors, catalog improvement]
Big Lots	The Gap [repeat from 2006]	Disney Store	Lowe's [Promised improvements, no-solicitation policy]
Dillard's	Kohl's [no solicitation policy]	Ebay	Nordstrom [Web improvement]
Hobby Lobby	Marshalls [Web improvement]	Eddie Bauer [repeat from 2006]	Office Max [Web improvement]
Home Goods	Staples	Lane Bryant [repeat from 2006]	PetSmart [Web improvement]
JC Penney		Old Navy [repeat from 2006]	Pier 1 [Significant homepage improvement]
JoAnn Fabrics		Petco	Target [no-solicitation policy]
KB Toys		Sports Authority	Toys-R-Us [no-solicitation policy]
Linen N' Things			Walgreen's [see p.8]
Lord & Taylor			
L.L. Bean			
Macy's			
Michaels			
Mrs. Field's Cookies			
Neiman Marcus			
Sam's Club			
Sears*			
Wal-Mart			

\*Information here is consistent with an extensive assessment of Web and catalog marketing materials as of 12/13/07. Retailers may have made subsequent changes.

**Note:** In some cases stores may be independently operated franchises and/or local management may disagree with national corporate practices. Please thank managers and franchise operators who clearly do not censor Christmas and urge them to give their *own* feedback to their corporate headquarters.

## RETAILER CONTACT INFORMATION

The following retailers should be contacted due to their censorship of Christmas.

RETAILER	Phone Number	E-Mail	Address
<b>Ace Hardware</b>	866-290-5334 630-990-8268	<a href="mailto:media@acehardware.com">media@acehardware.com</a> (Christopher Boniface, Public Relations Mgr)	2200 Kensington Ct. Oak Brook, IL 60523
<b>Banana Republic</b>	888-277-8953 Fax: 888-906-2465	Go to: <a href="http://www.bananarepublic.com/customerService/info.do?cid=6740">http://www.bananarepublic.com/customerService/info.do?cid=6740</a>	5900 N. Meadows Dr Grove City, OH 43123-8476
<b>Barnes &amp; Noble</b>	800-422-7717 and 800-843-2665 Fax: 212-352-3660	<a href="mailto:customerservice@BN.com">customerservice@BN.com</a>	122 Fifth Ave, 2 <sup>nd</sup> Floor NY, NY 10011
<b>Best Buy</b>	888-237-8289	<a href="mailto:NewsCenter@bestbuy.com">NewsCenter@bestbuy.com</a> (Public Relations Department)	PO Box 949 Minneapolis, MN 55440
<b>Bloomingdales</b>	866-593-2540	Go to: <a href="http://www1.bloomingdales.com/service/contact/index.ognc">http://www1.bloomingdales.com/service/contact/index.ognc</a>	PO Box 8215 Mason, OH 45040
<b>Borders</b> (non-solicitation policy)	800-770-7811 734-477-1100 Fax: 734-477-1285	<a href="mailto:CustomerService@Borders.com">CustomerService@Borders.com</a>	100 Phoenix Dr. Ann Arbor, MI 48108
<b>Circuit City</b>	800-THE-CITY 804-486-4000 Fax: 804-527-4164	<a href="mailto:CustomerCare@cc.CircuitCity.com">CustomerCare@cc.CircuitCity.com</a> ; blogging site: <a href="http://www.circuitcity.com/ccd/genericContent.do?oid=193271&amp;c=1&amp;cm_re=value%20prop-_-forums.%20blogs%20and%20more-_-link2">http://www.circuitcity.com/ccd/genericContent.do?oid=193271&amp;c=1&amp;cm_re=value%20prop-_-forums.%20blogs%20and%20more-_-link2</a>	9950 Mayland Dr. Richmond, VA 23233
<b>Dick's Sporting Goods</b>	877-846-9997 724-273-3400 412-809-0100 Fax: 804-527-4164		300 Industry Dr. RIDC Park West Pittsburgh, PA 15275
<b>Discovery Channel Store</b>	800-627-9399 Viewer Relations: 859-342-8439 Fax: 859-342-0633	Go to: <a href="http://shopping.discovery.com/CS/ContactUs.html">http://shopping.discovery.com/CS/ContactUs.html</a>	PO Box 788 Florence, KY 41022-0788
<b>Disney Store</b>	800-328-0368 Voice: 407-363-6200 Fax: 407-363-4918	<a href="mailto:wdw-world-of-disney@disney.com">wdw-world-of-disney@disney.com</a>	Disney World Merchandise P.O. Box 10070 1700 Buena Vista Dr. Lake Buena Vista, FL 32830
<b>Ebay</b>	888-749-3229 & 800-322-9266 408-376-7400 Fax: 408-376-7401		2145 Hamilton Ave. San Jose, CA 95125
<b>Eddie Bauer</b>	Customer Satisfaction Center: 800-426-6253 and 800-625-7935	<a href="mailto:CustomerCare@csc.eddiebauer.com">CustomerCare@csc.eddiebauer.com</a>	Customer Satisfaction Center: PO Box 97000 Redmond, WA 98073-9700
<b>Gap</b>	650-952-4400 800-333-7899 Fax: 415-427-2553		Two Folsom Street SF, CA 94105
<b>Home Depot</b>	Web site feedback: 800-435-4654 or 800-430-3376 Customer Care: 800-553-3199 770-433-8211	Go to: <a href="http://www.homedepot.com/webapp/wcs/stores/servlet/ContentView?pn=About_Shopping_Online&amp;langId=-1&amp;storeId=10051&amp;catalogId=10053">http://www.homedepot.com/webapp/wcs/stores/servlet/ContentView?pn=About_Shopping_Online&amp;langId=-1&amp;storeId=10051&amp;catalogId=10053</a>	2455 Paces Ferry Rd NW Atlanta, GA 30339-4024
<b>K-Mart</b> (only cursory mentions of Christmas)	866-Kmart-4U 847-286-2500 Fax: 847-286-500	<a href="mailto:help@customerservice.kmart.com">help@customerservice.kmart.com</a> or <a href="mailto:customercare@Bluelight.com">customercare@Bluelight.com</a>	3333 Beverly Rd. Hoffman Estates, IL 60179

<b>Kohl's</b>	866-887-8884 Community Relations: 262-703-7000 Fax: 262-703-7115	Go to: <a href="http://www.kohlscorporation.com/ecom/customersevice/email/default.asp?a=e-mail&amp;Question=">http://www.kohlscorporation.com/ecom/customersevice/email/default.asp?a=e-mail&amp;Question=</a>	N56 W17000 Ridgewood Dr Menomonee Falls, WI 53051
<b>Land's End</b>	800-963-4816 Fax: 800-332-0103	Go to: <a href="http://www.landsend.com/cgi-bin/email_opt.cgi?mode=GRAPHIC&amp;refer=@2Fcd@2Ffp@2Fhelp@2F0@2C@2C1@5F36877@5F36881@5F36881@5F@5F@5F@2C00@2Ben@2DUS@5F01DBC@2Ehtml">http://www.landsend.com/cgi-bin/email_opt.cgi?mode=GRAPHIC&amp;refer=@2Fcd@2Ffp@2Fhelp@2F0@2C@2C1@5F36877@5F36881@5F36881@5F@5F@5F@2C00@2Ben@2DUS@5F01DBC@2Ehtml</a>	2 Lands' End Lane Dodgeville, WI 53595
<b>Lane Bryant</b>	614-463-5200 Fax: 614-463-5240		3344 Morse Crossing Columbus, OH 43219
<b>Lowe's</b>	800-445-6937	Go to: <a href="https://www.lowes.com/lowes/lkn?action=custSvcOrderIssue&amp;topic=customerService">https://www.lowes.com/lowes/lkn?action=custSvcOrderIssue&amp;topic=customerService</a>	PO Box 1111, North Wilkesboro, NC 28656
<b>Marshalls</b>	800-MARSHALLS TJX Companies: 508-390-1000 Fax: 508-390-2828		Owned by TJX Co., Inc. 770 Cochituate Rd. Framingham, MA 01701
<b>Nordstrom</b>	Web site feedback: 888-282-6060 206-628-2111	Go to: <a href="https://secure.nordstrom.com/services/sitefeedback.asp">https://secure.nordstrom.com/services/sitefeedback.asp</a>	1617 6 <sup>th</sup> Ave, Suite 500 Seattle, WA 98101
<b>Office Max</b>	800-472-6473 or 800-283-7674	<a href="mailto:customersupport@officemax.com">customersupport@officemax.com</a>	263 Shuman Blvd Naperville, IL 60563
<b>Old Navy</b>	800-653-6289 (option 4)	<a href="mailto:custserv@oldnavy.com">custserv@oldnavy.com</a>	Old Navy Online 200 Old Navy Lane Grove City, OH 43123-8605
<b>Petco</b>	877-738-6742 Fax: 858-784-3489	Go to: <a href="http://www.petco.com/content/contacts/topic.asp?PC=contactcompany&amp;nav=17#top">http://www.petco.com/content/contacts/topic.asp?PC=contactcompany&amp;nav=17#top</a>	9125 Rehco Rd San Diego, CA 92121
<b>PetSmart</b>	800-738-1385 Marketing Dept: 623-850-6100 Fax: 623-580-6183	<a href="mailto:corpcommunications@ssq.petsmart.com">corpcommunications@ssq.petsmart.com</a>	19601 N. 27 <sup>th</sup> Ave. Phoenix, AZ 85027
<b>Pier 1 Imports</b>	800-245-4595 817-252-8000 Fax: 817-252-8174	Go to: <a href="http://www.pier1.com/SideMenu/CustomerRelations/ContactUs/tabid/108/Default.aspx">http://www.pier1.com/SideMenu/CustomerRelations/ContactUs/tabid/108/Default.aspx</a>	100 Pier 1 Place, Ft. Worth, TX 76102
<b>Sports Authority</b>	888-801-9164 888-566-5487	<a href="mailto:customersupport@thesportsauthority.com">customersupport@thesportsauthority.com</a>	1075 First Avenue King of Prussia, PA 79912
<b>Staples</b>	800-378-2753 508-942-2266 or Community Relations: 508-253-7957 Complaint & Resolutions: 800-333-3330 Fax: 508-253-8989	Go to: <a href="http://www.staples.com/sbd/content/help/contact/other_quest.html">http://www.staples.com/sbd/content/help/contact/other_quest.html</a> or <a href="mailto:Joy.Errico@Staples.com">Joy.Errico@Staples.com</a> for community relations or <a href="mailto:marketing@staples.com">marketing@staples.com</a> for marketing	500 Staples Dr. Framingham, MA 01702
<b>Target</b>	800-591-3869 888-304-4000	*note: Target mentions Christmas but has a no-solicitation policy for bell-ringers	1000 Nicollet Mall Minneapolis, MN 55403
<b>Toys-R-Us</b>	800-TOYSRUS	*note: Toys-R-Us mentions Christmas but has a no-solicitation policy for bell-ringers	1 Geoffrey Way Wayne, NJ 07470-2030
<b>Walgreen's</b>	847-914-2500 Fax: 847-914-2804	Go to: <a href="http://www.walgreens.com/contactus/forms.jsp">http://www.walgreens.com/contactus/forms.jsp</a>	200 Wilmot Rd., Deerfield, IL 60015

(contact info continued on p. 4)

Please thank the following retailers with your Christmas greetings for their prominent mentions of Christmas on the Web sites and Christmas catalogs.

RETAILER	Phone Number	E-Mail	Address
Amazon	800-201-7575 866-216-1072	<a href="mailto:resolution@amazon.com">resolution@amazon.com</a>	1200 12 <sup>th</sup> Ave. South Suite 1200 Seattle, WA 98144-2734
American Eagle Outfitters	888-232-4535	<a href="mailto:custserv@ae.com">custserv@ae.com</a>	77 Hot Metal St. Pittsburgh, PA 15203
Bath and Body Works	800-756-5005	<a href="http://www.bathandbodyworks.com/helpdesk/index.jsp?display=store&amp;subdisplay=contact&amp;isStoremanDriven=yes&amp;stillHaveQuestion=yes&amp;clickid=footer_contact_txt">http://www.bathandbodyworks.com/helpdesk/index.jsp?display=store&amp;subdisplay=contact&amp;isStoremanDriven=yes&amp;stillHaveQuestion=yes&amp;clickid=footer_contact_txt</a>	Limited Brands Three Limited Parkway Columbus, OH 43216
Bed, Bath, and Beyond	800-462-3966	<a href="https://www.bedbathandbeyond.com/contactUs.asp?order_num=-1&amp;">https://www.bedbathandbeyond.com/contactUs.asp?order_num=-1&amp;</a>	650 Liberty Ave. Union, NJ 07083
Big Lots		<a href="http://www.biglotscorporate.com/contactus/index.asp">http://www.biglotscorporate.com/contactus/index.asp</a>	300 Phillipi Rd. Columbus, OH 43228-1358
Dillard's	501-376-5200	<a href="mailto:questions@dillards.com">questions@dillards.com</a>	1600 Cantrell Rd. Little Rock, AR 72201
Hobby Lobby			7707 SW 44 <sup>th</sup> St Oklahoma City, OK 73179
Home Goods	800-614-HOME	<a href="http://www.homegoods.com/contact.aspx">http://www.homegoods.com/contact.aspx</a>	
JC Penney	800-322-1189	<a href="https://www3.jcpenney.com/jcp/fm_generalinquiries.aspx?VID=&amp;Email=&amp;Referer=http%3a%2f%2fwww3.jcpenney.com%2fjcp%2fcustomerservicesub.aspx%3fCatTyp%3dCSR%26CatID%3d12489&amp;Subject=General+Inquiries">https://www3.jcpenney.com/jcp/fm_generalinquiries.aspx?VID=&amp;Email=&amp;Referer=http%3a%2f%2fwww3.jcpenney.com%2fjcp%2fcustomerservicesub.aspx%3fCatTyp%3dCSR%26CatID%3d12489&amp;Subject=General+Inquiries</a>	6501 Legacy Dr. Plano, TX 75024-3698
JoAnn Fabrics	800-525-4951	<a href="http://www.joann.com/joann/help/contact_email.jsp">http://www.joann.com/joann/help/contact_email.jsp</a>	5555 Darrow Rd. Hudson, OH 44236
KB Toys	877-452-5437 413-496-3000		100 West Street Pittsfield, MA 01201
Linen N' Things	866-568-7378	<a href="mailto:customersupport@lnt.com">customersupport@lnt.com</a>	6 Brighton Rd. Clifton, NJ 07015
Lord & Taylor	800-223-7440	<a href="http://www.lordandtaylor.com/gifts/OnlineShopping/LT?Dsp=70">http://www.lordandtaylor.com/gifts/OnlineShopping/LT?Dsp=70</a>	424 5 <sup>th</sup> Ave. NY, NY 10018
L.L. Bean	800-441-5713	<a href="http://www.llbean.com/customerService/contactUs/contactUsEmail.html">http://www.llbean.com/customerService/contactUs/contactUsEmail.html</a>	3 Campus Dr. Freeport, ME 04033
Macy's	800-289-6229	<a href="https://www.macys.com/service/contact/index.ognc?defaultSubject=ORDER&amp;DefaultRegarding=OTHERQUESTIONS#formstart">https://www.macys.com/service/contact/index.ognc?defaultSubject=ORDER&amp;DefaultRegarding=OTHERQUESTIONS#formstart</a>	151 W. 34 <sup>th</sup> St. NY, NY 10001
Michaels	800-642-4235	<a href="http://www.michaels.com/art/online/AskQuestionForm">http://www.michaels.com/art/online/AskQuestionForm</a>	8000 Bent Branch Dr. Irving, TX 75063
Mrs. Field's Cookies	800-COOKIES		2855 East Cottonwood Parkway Suite 400 Salt Lake City, UT 84121-7050
Neiman Marcus	888-888-4757	<a href="http://www.neimanmarcus.com/store/service/contactus.jhtml">http://www.neimanmarcus.com/store/service/contactus.jhtml</a>	1618 Main St. Dallas, TX 75201
Sam's Club	888-746-7726		608 SW 8 <sup>th</sup> St. Bentonville, AR 72716
Sears *→	800-349-4358	*According to Liberty Counsel, still some room for improvement w/ "holiday" tree references for Sears.	3333 Beverly Rd. Hoffman Estates, IL 60179
Wal-Mart	800-966-6546		702 SW 8 <sup>th</sup> St. Bentonville, AR 72716

(Details on retailers' Web and catalog treatment of Christmas can be found on pp. 5-9)

### **“U-TURN” RETAILERS**

The following retailers provided token acknowledgment of Christmas after initially neglecting its mention. Such changes came only after various groups and consumers voiced their feedback.

- **Lowe’s**  
It *had* labeled Christmas trees as “Family trees” in its “Holiday Catalog” but promises to revisit marketing labels. (Response to American Family Association’s Nov. 12 Alert)
- **Home Depot**  
Offered “Artificial Trees” but since re-labeled them “Christmas Trees” on front page.
- **PetSmart**  
Added “the perfect gift for Christmas & the Holiday Season” to their marketing text in mid-November.

The Liberty Counsel (LC), which also evaluates Christmas retailers, reported previously that PetSmart was heading for a second consecutive year of ignoring “Christmas.” And, prior to a Nov 15 AFA alert, PetSmart’s 2007 Web site thrust was “Holiday Central,” “Holiday Games,” and “Holiday Shops.”

- After our Nov 26 broadcast, varied degrees of “U-turns” came from: **Discovery Channel Store, The Gap, The Home Depot, Lowe’s, Nordstrom, Office Max, Marshall’s, PetSmart, and Pier 1 Imports.** *More details below*

### **CHRISTMAS AVOIDANCE “AWARD”**

The following retailers went the most “out of the way” to replace “Christmas” with “Holiday” on November 2007 Web sites.

- **Pier 1 Imports formerly received our “Avoider Award” but has since *notably* improved**

**After our broadcast on Nov. 26 and hearing from consumers, Pier 1 has made a notable “U-turn” with online Christmas references. Please say “thanks” and ask them to keep it up next year.**

- **Original Nov 26 Runners-up for the “avoidance award”**
  - K-mart \*
  - Land’s End (a recent catalog showed improvement)
  - Nordstrom (positive Web changes have occurred due to dialogue with them)
  - The Gap (one recent minor improvement with a Christmas “video greeting card” option)
  - Lane Bryant

\*Kmart: A thorough search of K-Mart’s materials resulted in the unearthing of K-Mart’s use of “Christmas Trees,” “Christmas Decorations,” and several “Christmas” item titles among their much more frequent use of the term “holiday.”

## CHRISTMAS CENSORS

The following retailers avoid noteworthy “Christmas” descriptions. Examples are provided.  
(Censors gauged via review of Homepages, Links, Internal Web Headlines and some merchandise.)

- **Land’s End** “Holiday Gift Shop,” “Fresh Holiday Greenery,” “Shop Holiday Home Ideas,” “Home & Travel Holiday Home,” “Holiday Gift Sacks,” “Season Wreath” and “Happy Holidays” in catalog and additional references to “Holiday” on pp. 74-75 of catalog. Land’s End is one of leading online retailers in carrying Christmas-related merchandise free of Christmas labels.

Note and thank them for some recent improvement with the latest Land’s End catalog.

- **Nordstrom** “Holiday Catalog,” “Once upon a Holiday...gifts were given,” and “Great Gifting.” Catalog entitled “Once Upon a Holiday” includes “holiday parties,” “holiday cheer,” “new holiday classic” and “get the holidays rolling.”

Improvements included on their shipping information page and various other pages on their Web site.

- **The Gap** “Holiday Classics Redefined,” “Holiday Best,” “For the Season,” “Holiday Doggie Pajamas,” “...Holiday Dreams...Sleep Set,” and two “Holiday...bodysuit(s).”

One recent minor improvement with a Christmas “video greeting card” option on The Gap Web site.

Note: The Gap owns both Old Navy and Banana Republic.

**Old Navy** (“Holiday Favorites,” “**Holiday Morning**,” “Holiday Gift Guide” and “Season in Style”)

**Banana Republic** (“Dressed in Holiday Style,” “Holiday Gift Guide” and “...party season...”)

- **Lane Bryant** “Holiday HQ,” “Gift Guide,” “Holiday Season,” “Holiday Looks,” “Perfect pick for THE Holiday,” “Holiday looks,” “Top 10 Holiday Must-Haves,” “Holiday Soiree,” “Holiday collection,” “...holiday gifts...” and two “Holiday style” references
- **Office Max** “Great gifts for the Holiday,” “Snappy Holiday Gift Ideas,” “Furnish your office in time for the holidays” and “Everything you need this holiday season and beyond”

Recently added “shop great Christmas and holiday gifts” to an elf banner on the homepage.

- **Petco** “Holiday Gifts,” “Holiday Shopping Spree!,” “Wrap Up Your Holidays” and “What Will Be Under the Tree?”
- **Disney Store** “Holiday,” “Holiday Décor,” “Great Holiday Gifts” and “Tree Trimming”
- **Marshalls** “Who Wants a Holiday that looks like everyone else’s?,” “Yuletide glee,” “Holiday scramble,” “Holiday Style,” “Holiday Decorating Ideas” and “Make the most of your holiday style...”

Added at least one reference to Christmas on an internal Web page since our earlier November review.

- **Ebay** “Be a holiday hero,” “Deck the halls,” “Deck yourself out for the holidays,” “Get in the spirit”

- **Eddie Bauer** “The Holiday Book” catalog; “...winter essentials and holiday treats”
- **Barnes & Noble** “Our Holiday Picks” and “Holiday Gift Catalog” (some year round navigational headings that pertain to Christmas exist if you search the site thoroughly)

A shipping reference to Christmas seems to have been recently added.

- **Circuit City** “Holiday Gift Guide,” “Holiday countdown”
- **Dick’s Sporting Goods** “The Gift Center,” “Holiday Shipping Guide,” “Drive Home the Perfect Holiday Gift” (Christmas ad flyers and 44-page catalog found linkable on their site have no discernable Christmas references.)
- **Sports Authority** “The Holiday Gift Center”
- **Discovery Channel Store** “2007 Holiday Catalog”

Recent improvements noticeable on homepage

### **REPEAT CENSORS**

Of the Christmas censors, the following retailers have an annual *repeat* track record of not mentioning “Christmas.”

- **The Gap** (which also owns Old Navy and Banana Republic)  
All three shun “Christmas” references in 2006-2007.

Liberty Counsel reported in 2006 that The Gap’s “Holiday Survival Guide” did not mention Christmas.

Old Navy: “Holiday Morning,” “Holiday Gift Guide” and “Holiday gift boxes” on its November 2006 Web site.

An American Family Association’s 2006 alert reported: The AFA queried an Old Navy store manager last year if the word Christmas was in his store. He answered, “We have a lot of Christmas gifts in our stores, but the word Christmas is not used here. Everything is ‘holiday.’”

Banana Republic also shunned Christmas references in favor of “Holiday Gift Guide.”

- **Lane Bryant**  
“Holiday Sale 2006” and “Holiday HQ” in 2007

According to Liberty Counsel, “Customer service informed a customer that ‘it is politically incorrect to mention Christmas, because we don’t want to offend our customers who are not Christians.’”

- **Eddie Bauer**  
“The Holiday Book Catalog” in 2007

According to Liberty Counsel's 2006 report, "[Eddie Bauer] customer service would not recognize Christmas. They 'don't want to offend Jews, those who celebrate Kwanzaa and those who have no religious preference."

### **TOKEN WEB ACKNOWLEDGERS**

The following retailers provide only token acknowledgement of Christmas—and usually only through touting products labeled “Christmas.”

- **Ace Hardware**

“Holiday gift,” “Holiday wish list,” “holiday season,” “Holiday magic begins...,” “The perfect Holiday gift,” “Holiday Decorations” and “Trees.” *Does* mention “Christmas lights” and “Christmas holders.”

Some local Ace management may disagree with national corporate practices. Please thank franchise operators who clearly do not censor Christmas and urge them to give their *own* feedback to their corporate headquarters.

- **Staples**

“Holiday Center,” “That Holiday was easy,” “Holiday cards for business,” “Holiday cards for home” and “Top holiday gifts.” *Does* reference “Christmas” cards.

- **Best Buy**

“Gift center: This season...,” “Happy Holiday,” gift cards include “Happy Kwanza” & “Happy Hanukkah” alongside “Merry Christmas.”

2006: Liberty Counsel reported that a Best Buy “spokesperson said they consider the use of ‘Merry Christmas’ to be disrespectful.”

- **Bloomingdale’s**

“Home for the Holidays Sale,” “Gifted 2007,” “Suit the Season,” one “Christmas” ornament and “Christmas make-up” and one Hanukkah e-card, but no Christmas e-card.

- **Kohl’s**

“Biggest Sale of the Holidays,” “Holiday Shop,” “Holiday find the perfect gifts,” “Home for the Holidays: Deck the halls for your perfect holiday,” and “Holiday shipping deadlines” Kohl’s *does* carry a number of items labeled as “Christmas” items, and we found one non-homepage reference: “days until Christmas.”

- **Walgreen’s**

“Holiday,” “One-Stop Holiday Shop,” “Holiday 2007: A Season to Sparkle,” “Holiday Collectible Series” and “holiday aisles.” As demonstrated in these quotes, the main face of their online presence omits notable uses of “Christmas.” However, Walgreen’s *does* use “Christmas” verbiage in their sales circulars which can be located via a thorough search of their Web site.

Also, they *do* allow charity solicitations. Therefore, some “thanks” as well as requests for improvements are in order – particularly with Web site headlines.

\*Note: Discovery Channel Store, The Gap, The Home Depot, Lowe’s, Nordstrom, Office Max, PetSmart and Marshall’s are now offering some, at least token-level, acknowledgment of Christmas.

**FAREWELL TO KETTLES**

The following retailers *may be* mentioning “Christmas” in some manner, but have no-solicitation policies which prohibit charity bell ringers on their premises.

- **Target** (since 2004)  
(While Target reportedly donates funds to Christmas charity, the red kettles are not allowed on their property and therefore public display of Christmas is censored and overall donations likely lessened.)
- **Lowe’s** (yet allows some groups like the Scouts)
- **Home Depot**
- **Barnes & Noble**
- **Best Buy** (and no noteworthy acknowledgement of “Christmas” online)
- **Circuit City** (and no noteworthy mention of “Christmas” online)
- **Kohl’s**
- **Borders** (not addressing Christmas season in any detectable fashion)
- **Toys-R-Us**

This publication may be reproduced for non-commercial purposes without prior permission from Focus on the Family. Moderate editing for length, which does not change its substance or intent, is also permissible. Copyright © 2007 Focus on the Family. All Rights Reserved. International Copyright Secured. Printed in the U.S.A.

When reproducing under another organization's name, please cite as follows:

**Originally published by Focus on the Family. Copyright © 2007 Focus on the Family.**