



"For behold, I bring you good news of great joy which will be for all the people; for today in the city of David there has been born for you a Savior, who is Christ the Lord." Luke 2:10-11

December 2009

Dear Store Manager:

The Wish Me A Merry Christmas Campaign is a grassroots campaign that appeals directly to retailers to put Christmas back in the holidays. Our church, \_\_\_\_\_

\_\_\_\_\_, located at \_\_\_\_\_

\_\_\_\_\_ has joined the Campaign this year with \_\_\_\_\_ participants.

While we recognize that your corporate office may have placed specific limitations on your ability to conform to our requests, we do ask that you would consider some of these facts\* and utilize our specific suggestions listed below to the extent that you are able.

- 97% of Americans celebrate Christmas.
- 53% of Americans are offended when wished "Happy Holidays."
- 90% of Americans "know the true meaning of Christmas."
- 60% say they won't shop at stores that have anti-Christmas policies.
- 68% of Americans want to hear "Merry Christmas" specifically.

We are asking that you would take action, based on the preferences of the customers who shop at your store, and aggregate national preferences, to put Christmas back in the holidays by:

- Encouraging your cashiers and customer service representatives to wish customers "Merry Christmas," at least when the customer indicates that they are celebrating Christmas.
- Playing specific Christmas music (with the words), rather than secular holiday music or wordless Christmas music.
- Using the traditional colors of Christmas, green and red in your store decorations.
- Using the word "Christmas" in your store displays.
- Referring directly to Christmas rather than "Holidays" in your advertising.

Thank you for considering our wishes. If you would like to respond to our requests, please contact \_\_\_\_\_ at \_\_\_\_\_.

We wish you a successful Christmas shopping season!

Merry Christmas,

\* all of these facts are based on Gallup and similarly accredited polls that can be viewed at: <http://www.wmamc.com/millionbuttongoal/media.html>

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2009 Wish Me A  
Merry Christmas Campaign

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