



"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. I, along with over 125,000 others, am participating in this Campaign by wearing a button that says, "It's OK Wish Me A Merry Christmas™." As someone who shops regularly at your store, I'd like to ask you to consider my preference to be wished "Merry Christmas" when shopping after Thanksgiving.

While I recognize that your corporate office may have placed specific limitations on your ability to conform to our requests, I do ask that you would consider some of these facts* and utilize these 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.

I am 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 my wishes. If you would like to respond to our requests, please contact me at _____. I wish you a successful Christmas shopping season and a blessed Christmas!

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
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