



Dear Merchant:

With times like these, where every dollar counts, why would consumers want to shop somewhere that doesn't even acknowledge the tradition of Christmas? Many retailers are so concerned about being politically correct, they refuse to recognize what 93% of America is celebrating!

ChristmasMerchants.com has come up with a way to connect consumers with merchants who recognize the tradition of Christmas in America. Our Naughty and Nice Lists showcase merchants and what they believe in during the Christmas season. ChristmasMerchants uses three standards to determine if a merchant is Christmas friendly. They are:

1. Acknowledging that the tradition of Christmas in America is to celebrate the birth of Christ and the spirit of giving; or demonstrating it in their product line
2. Allowing their employees to use the greeting "Merry Christmas"
3. Using "Christmas" in their advertising

If a merchant accepts these standards, they are placed on the ChristmasMerchants.com Nice List. If a merchant rejects these standards, they are placed on the Naughty List.

ChristmasMerchants is not the endorsement of a religion, it is the acknowledgment of a birth and a commitment to the promotion of Christmas.

Please reply as soon as possible if your company acknowledges the three positional statements listed above. For your convenience, you can apply online at ChristmasMerchants.com.

We would appreciate your prompt attention. Those who do not respond will be added to the ChristmasMerchants.com Naughty List.

Merry Christmas!

Contact Information:

Emma Shelton
Public Relations/Marketing
eshelton@reaching.com
615-312-3146 ext. 112

Tricia Hegna
Public Relations/Marketing
thegna@reaching.com
615-312-3146 ext. 115

