



Mr. Steven Temares, Chief Executive Officer and Director
Bed Bath & Beyond, Inc.
650 Liberty Ave
Union, NJ 07083

January 15.2014

Dear Mr. Temares,

I am writing to you as the Anti-Defamation Chairman of the Ancient Order of Hibernians, at 40,000 members nationwide the oldest and largest Irish-Catholic Organization in the United States, to express our outrage at the defaming and negative stereotype laden merchandise currently being sold at your 'Christmas Tree Shops' affiliate allegedly as St. Patrick's Day merchandise. Among the items for sale are:

- A beer glass printed with the logo "I'll Be Irish in a few Beers"
- A set of green suspenders with two shot glasses attached emblazoned with "Irish for the Day".
- A "St Patrick's Countdown Calendar Spinner Party Game" which features a game wheel which when spun lands on slots advising the player to have from one to several drinks. *This particular item succeeds in being egregious on two fronts: it not only defames Irish Americans but encourages binge drinking. The Bed, Bath & Beyond buyer who selected this item should be brought to special notice for poor judgment and bad taste.*

The Ancient Order of Hibernians was founded in 1836 to combat prejudice against newly arrived Irish immigrants and protect our proud heritage; it is still part of our oath and a duty we take seriously. We are shocked that a well-known nationwide corporation such as Bed, Bath & Beyond would in the 21st century attempt to profit from promoting the negative anti-Irish stereotypes of the "Know Nothings" and Thomas Nast of the 19th century.



From Halloween Costumes to sports team mascots, Americans are increasingly aware of the responsibility to respect all cultures and rejecting negative culture based stereotypes. What would you and your boards reaction be if one of your buyers proposed for your stores Cinco De Mayo merchandise such as suspenders with two miniature tequila bottles attached and the slogan "Mexican for the Day"? What would your reaction be to a proposal to selling in your stores Beer glasses with "I'll be a Native American in a few more Drinks"? I would hope that the board would be appalled and the buyer promptly fired with a recommendation to seek professional counseling. Why then is merchandise deprecating and caricaturing Irish Americans then on your store shelves?

As Irish Americans we look forward to March, which since 1991 has been proclaimed by American Presidents as Irish American Heritage Month, and our St. Patrick's Day celebrations as an opportunity to honor the contributions and sacrifices that Irish Americans have offered to our nation. We find that merchandise, such as the items you are selling, depreciating this opportunity to recognize the achievements of Irish Americans by promulgating negative stereotypes unconscionable and inexcusable. We also cannot fail to note that it appears that only the heritage of Irish Americans is targeted for such blatant defamation for profit.

The Ancient Order of Hibernians therefore asks that you immediately remove these defaming items from your store shelves immediately. We further request that a statement and public apology from the board be issued to all Irish American and placed prominently on you Web site. We hope that your corporation will take this opportunity to send a clear message rejecting stereotypes and their pernicious bigotry. Taking these steps will help mitigate the offense your organization has given to the considerable number of Irish Americans that comprise your customer base.

We look forward to your response and will be happy to talk with you further on this matter.

Signed,

Neil F. Cosgrove. National Anti-Defamation Chairman
Ancient Order of Hibernians
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