

Mr. Doug McMillon, President and CEO  
Walmart Stores Inc.  
702 SW. 8th Street  
Bentonville, AR 72716-8611  
Fax: 479-277-1830

Dear Mr. McMillon,

I am writing to you as a member of the Ancient Order of Hibernians, at 40,000 members representing 38 states the oldest and largest Irish-Catholic Organization in the United States, regarding the sale by Walmart of defaming and negative stereotype laden merchandise targeting Irish Americans. Among items sold this past spring were T-Shirts with such phrases as "*I may not be Irish, But I can drink like one*" and another "*Blame the Irish for My Behavior*". These items are an outrage to those whose Irish Heritage traces back to hard working immigrants and not to a beer bottle. It is particularly offensive that these items are being carried on Walmart shelves in March, which has been recognized since 1991 as Irish American Heritage Month; a time when we should heed our President's call us to celebrate the contributions of the Irish to America and not see that heritage abused through the promotion of irresponsible behavior by a major national retailer.

I note that the Hibernians initially contacted Walmart regarding this offensive merchandise on February 24, 2014 and did not receive a response from Walmart until 4 April, when it may be presumed Walmart had maximized their profits through these denigrating, bigoted items. In that response your Sr. Director of Men's Apparel Ms. Huff-Wolley claims that "*(Walmart) made a point to ask for our customers' input on our St Patrick's Day merchandise several months before finalizing the items that we would carry*".

Mr. McMillon, as a proud Irish American no one from Walmart has ever asked me for my input on item that denigrates and defames my heritage. Let me take the opportunity now to give you and Walmart buyers, particularly Ms. Huff-Wolley and the Men's Apparel team my input:

***There is no place for the perpetration of negative stereotypes targeting Irish Americans or any other ethnicity on the shelves of a major retailer in 21<sup>st</sup> century America and it is hard for me to believe that if such items were to be produced replacing "Irish" with any other ethnicity that Walmart would dare market them.***

It is my sincere hope that Walmart will honor its pledge and listen to the input of proud Irish Americans who no longer wish to see Walmart merchandise that further perpetuated, negative, bigoted stereotypes target the Irish.

Sincerely;