

Catholic Action

PROTEST

WASHINGTON, August 22 -- Hot on the heels of the California Supreme Court decision to allow same-sex "marriage," Hallmark Cards is cravenly introducing a new line of greetings cards celebrating "gay marriage." Playing it safe with generalized images such as two tuxedos and taglines like "one promise, two hearts," there is no mention of the words wedding or marriage. Hallmark can easily market the cards for civil unions and domestic partnerships should the California decision go against them and be overturned in November.

Hallmark prides itself on "quality, innovation and caring." A family-owned business since 1910, Hallmark has grown into the most recognized greeting card chain in the nation. For over 50 years, families have gathered to watch the award winning Hallmark Channel for quality movies based on American values and pro-family principles.

Wendy Wright, President of *Concerned Women for America* (CWA), said, "Hallmark is jeopardizing its brand as a family-friendly company. Customers used to be able to trust Hallmark to produce quality products that were safe for all ages. **Now parents will need to steer their kids from Hallmark's section of the greeting card aisle and away from its previously heartwarming movies for fear that they too will push homosexual messages.**"

Janice Crouse, Director and Senior Fellow of CWA's Beverly LaHaye Institute, said, "By latching onto the latest fad generated by the homosexual special interest groups, Hallmark is negating its image as a wholesome company that promotes American values and pro-family principles in its products. American businesses have a corporate responsibility to the public that buys their products. Instead of bolstering campaigns by special

interest groups like the homosexual activists, **corporations like Hallmark should be protecting American culture from those forces that would destroy the family and create a public environment that is detrimental to general well-being, especially children's well-being.**"

Concerned Women for America is the nation's largest public policy women's organization.

Take Action!

1. Send an e-mail to Hallmark: sgronb3@hallmark.com
Ask them to stop promoting a lifestyle that is not only unhealthy, but is also immoral by God's law **and** illegal in 48 states.
2. Tell this to your friends and family. Explain to them why they should **boycott the purchase of any Hallmark product**. Encourage others to join in this public protest against Hallmark Cards and the Hallmark Channel and its movies. Suffering financial consequences for their actions is probably the only way to get this corporation to reverse its decision.
3. If you own stock in Hallmark, **sell it**.
4. After sending your email, call Hallmark's corporate office to express your disapproval of their marketing decision since it is so contrary to "family values." Their number is 816-274-5111.

Additional contact information:

Donald J. Hall, Chairman
Hallmark Cards
2501 McGee Trafficway
Kansas City, MO 64108
Primary Phone: 816-274-5111
Secondary Phone: 800-425-5627