

## **Marketing Excess**

This month we commemorate Memorial Day. Despite popular practice, Memorial Day is not a celebration or even a holiday in the traditional sense. It is a solemn day of national awareness when we, as Americans, pay respect and demonstrate our gratitude to the men and women of our military who have died in our name and for our liberty.

Yet, the somber purpose of the day has been lost in an absurd exercise of the very freedoms the brave died defending. To our profound shame, Memorial Day has become one of the busiest shopping days of the years.

The retailers of America have latched on to Memorial Day as a major promotion, often using the Red, White, and Blue to encourage shoppers to come in and spend. Yet, by converting Memorial Day into a sales event not only have we diminished the meaning of the day, we have also taken away a bit of our national soul.

There are places around the world where U.S. marketing excess is a source of contempt and amusement. Most of the time these sentiments are born out of jealousy and envy and should be ignored as the sorry statements of people who wish they could be more like us.

However, when it comes Memorial Day, we lose our way. As much as Tudog is all for marketing, we think the time has come to place Memorial Day aside and rather than use it as a grand promotional event, actually close our stores, and treat the day as a time for national mourning, reflection and tribute.