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The Wal-Mart Cheer

Give me a W!
Give me an A!
Give me an L!
Give me a Squiggly!
Give me an M!
Give me an A!
Give me an R!
Give me a T!
What's that spell?
Wal-Mart!
Whose Wal-Mart is it?
My Wal-Mart!
Who's number one?
The Customer! Always!

Don't be alarmed if you hear these enthusiastic shouts from our associates as you're shopping at your favorite Wal-Mart store. All the noise is our Wal-Mart cheer. Some people may think it's corny, but we're proud of it. It's the way we show pride in our company - in fact, we hope you'll join right in. Over the years, our company has grown to include stores, associates and customers in many parts of the world, so now our cheer can be heard in many different languages.

What is the origin of the Wal-Mart cheer? Our founder, Sam Walton was visiting a tennis ball factory in Korea, where the workers did a company cheer and calisthenics together every morning. He liked the idea and couldn't wait to get back home to try it with his associates. He said, "My feeling is that just because we work so hard, we don't have to go around with long faces all the time - while we're doing all of this work, we like to have a good time. It's sort of a 'whistle while you work' philosophy, and we not only have a heck of a good time with it, we work better because of it." We do have fun, we do work hard, and we always remember whom we're doing it for - the customer.



Sam Walton doing the "squiggly".

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