



**News Center** 

Career Information

About Wal-Mart

Investor Information

Become A Supplier

Search Entire Site



Find

### About Wal-Mart

# **Company Officers**

- Directors
- Senior Officers

## **Divisions**

- Retail Divisions
- Specialty Divisions

#### Statement of Ethics

#### **Student Research** Information

#### The Wal-Mart Culture

- 3 Basic Beliefs
- The Story of Wal-Mart
- Sam's Rules For Building A Business
- Helping People Make A Difference
- Exceeding Customer **Expectations**
- Sundown Rule More

## **Visitor's Center**

Timeline

## **Wal-Mart International Operations**

# **About Wal-Mart**

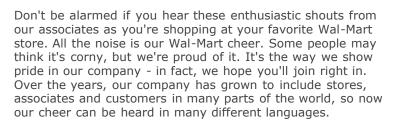
Learn about Wal-Mart history, growth and more.



You are here: Home Page>About Wal-Mart > The Wal-Mart Culture > The Wal-Mart Cheer

## 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? Mv Wal-Mart! Who's number one? The Customer! Always!



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 "squiggley".