



ABOUT THE TRADE DEFECIT

Everybody hears about the trade gap on TV news, especially the one between the U.S. and China. If you haven't had a chance to learn more about it (since you probably work your ass off to make ends meet), it's fairly easy to explain: We buy more of their goods than they buy of ours. Actually, we buy more of their stuff than any other country on the planet.

A BOYCOTT

So, we're asking you to participate in an experiment with two objectives.

- The first is easy. Take a break from Wal-Mart. Just for one month. 30 days. This November.
- The other is: tell everyone you know. By word of mouth, phone call or e-mail and tell them to surf this site www.walmartnovember.com

Let's see if we can harness the buying power of a wide mass of people and alter a sliver of the economy.

WHY WAL-MART NOVEMBER?

It's hard to weed out Chinese-made goods. They're everywhere.

How do you stop buying from China? Funny enough, Wal-Mart made that easy for us. Most items sold in Wal-Mart come from "Communist" China. Bypassing Wal-Mart is a quick and effective way to shut down one of the floodgates funneling cheap goods from Asia.

Notice we said cheap, not inexpensive. This isn't about being frugal. Buying Chinese products from a corporate Goliath like Wal-Mart hurts our economy in many indiscernible and indirect ways. It costs local jobs. It hurts the environment. It puts a strain on public health care. And so on.

For now, what matters is that we work together to send a message. By choosing where and how we buy goods, we can show the power of the American economy is in the hands of the everyday citizen.

HOW DO WE KNOW IF WE MAKE AN IMPACT?

Wal-Mart (NYSE: WMT) is publicly traded. It HAS to tell America how it's doing.

WHO WE ARE

We're Americans and proud of it. There's no political sponsor here. No behind-the-scenes activist group. Not the Dems or the GOP. Just a group of outraged citizens that haven't forgotten that it's "We the People" not "We the Corporations."

"Buy in the USA" used to mean something. Let's show China and Wal-Mart that we still remember.