

La chaîne de supermarchés met à disposition de ses fans un onglet sur sa Page Facebook afin qu'ils puissent faire des dons à des œuvres de charité. L'opération qui débute à l'occasion du sacro saint jeudi de Thanks Giving se terminera le 12 décembre.

The holiday season is a time for giving, and Walmart is doing just that, using its Facebook page to accept nominations for nonprofit organizations to get a piece of the \$1.5 million in holiday grants the retailer will dole out this year.

Facebook users can click the holiday Giving tab on the Walmart page to nominate worthy nonprofits until November 30. The nonprofits must be involved in donating food, shelter, baby formula, diapers, coats, and other cold-weather clothing to the needy.

The retailer's 12 Days of Giving then kicks off December 12, when one winner will be announced every day through December 23.

Walmart wrote on the Non-Profits on Facebook wall:

When Sam Walton opened the doors to the first Walmart in 1962, his goal was to save people money so they can live better. Sam was a firm believer in listening to what his customers had to say. That tradition continues today. But now, it doesn't have to end when you leave the store. Through Facebook, we're able to talk to you. Find out what's on your mind and let us know what we're up to. It's just another way we're working to give the millions of families who shop at Walmart more of what they love—ways to save money and live better.

Readers, do you think the charity efforts of Facebook pages come off as sincere or as thinly veiled marketing efforts?