

Music in Our Stores



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Because we have a mission to bless people, we believe that the music we play in our stores is one means of encouraging not only our customers, but also B2 Retail Associates. We seek to play music that is wholesome and uplifting, some of which may be categorized as Christian and some that may not be. From our perspective, some secular music could have very positive and uplifting lyrics. While we also believe that, although a song may be dubbed as "Christian", it may not represent the truth of God's Word, or it may be poorly produced and lack quality.

For the reasons noted above, we will not always "hit" on exactly what every customer or Retail Associate would prefer (or even call Christian) in our music selection. At the same time, as a Retail Associate, if you hear a song that has offensive lyrics, or that you believe would be contrary to the values held by B2, please contact your Operations Lead or District Lead. Thank you!