



January 31, 2022

VIA EMAIL

American Blanket Company
18 Pocasset Street Ste 201
Fall River, Massachusetts 02721
info@americanblanketcompany.com

Re: Your false and defamatory statements regarding Truth in Advertising, Inc.

Dear American Blanket Company Social Media Manager:

I am writing to you on behalf of Truth in Advertising, Inc. (TINA.org) to demand that you immediately correct the false and defamatory statement you have made on Facebook about our organization on behalf of American Blanket Company. Your statement, as published in a January 2022 comment, includes an outright false statement of fact about TINA.org.¹

Specifically, you stated, among other things, that the article we published on our website in March 2021 regarding American Blanket Company's deceptive Made in USA marketing² "misrepresented [American Blanket Company] because we refused to give [TINA.org] money NOT to publish this article." This statement is patently false and defamatory. As a representative for American Blanket Company, you know that TINA.org has never solicited American Blanket Company for money, as you publicly stated. That is because TINA.org is an independently funded nonprofit organization that does not, and has never, solicited payment from any entity or company. Thus, publicly stating such outright falsehoods is, among other things, harmful to our reputation. And, given your knowledge prior to your statement, you have acted with "actual malice" sufficient to sustain defamation liability in any case.


TINA.org demands that you retract this statement and inform the reader to whom you responded – and any others to whom you or American Blanket Company may have made similar statements – that your statement regarding TINA.org was false, and that you do so by close of business tomorrow, February 1, 2022. Your failure to do so may require TINA.org to take legal action against your company.

Sincerely,



Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.

¹ <https://www.facebook.com/kajjura/posts/3965196210186214>



The screenshot shows a Facebook post from Theresa Chinn, dated March 31, 2021. The post text reads: "This company is a scam. They make almost nothing in the USA. I was researching prior to buying and really glad I did. This article <https://www.truthinadvertising.org/american-blanket-company/> has more info." Below the post are icons for Like, Comment, and Share. A comment from American Blanket Company follows, starting with "Hi Theresa, we are sorry this article influenced your opinion of us. We do in fact sew almost every product in the USA. In some products, like our Fleece, our fabric is imported, as it is not available at the quality we insist upon, domestically. However ALL our cotton product are 100% Made in USA. Even the cotton is grown in the USA. This article greatly misrepresented our company because we refused to give them money NOT to publish this article. It is a shame how many disreputable people there are in the world, however we do our very best EVERY day to give our customers the best products available anywhere. Please reconsider your opinion of us. We promise we are not a "scam". We are a company of home textile experts making the best products available anywhere, and we do this in Fall River, Massachusetts. Sorry for the delay in response, we just saw your review and wanted to reach out to you. Have a wonderful day! -All of us @ American Blanket Company." The comment has "Like Reply 4d" at the bottom.

² <https://www.truthinadvertising.org/american-blanket-company/>.