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A NOTE TO OUR COMMUNITY ABOUT THE BRICKS & MINIFIGS® SALEM, OR STORE

by marketingteam | May 21, 2026 | Newsroom, Uncategorized

Over the past several months, many in our community have seen posts and videos regarding a dispute involving the former Bricks & Minifigs® location in Salem, Oregon. We understand the frustration and passion behind these discussions. Bricks & Minifigs is built on a community of collectors and families who care deeply about fairness, and that is a value we share.

To be absolutely clear: Bricks & Minifigs does not condone, tolerate, or participate in the exploitation of anyone, especially older adults or vulnerable members of our community.

When a complex business dispute is reduced to edited social media clips, critical facts are often lost. While we will not litigate this online, we want to clarify the core situation.

The Reality of the Consignment Claim

Much of the online narrative centers on a private consignment arrangement allegedly made at the former Salem store. It is vital to understand that Bricks & Minifigs Corporate (BAM Franchising, Inc.) was not a party to this alleged agreement, nor were subsequent franchisees who took on the ownership of the Salem location.

Corporate did not sign, approve, or authorize this arrangement. In fact, such consignment deals are expressly prohibited under our franchise agreements to protect both the brand and the community.

Franchisees operate independent businesses. While they must follow system standards, the franchisor does not automatically inherit responsibility for private, unauthorized agreements a local owner may enter into.

Our current network of BAM stores consists entirely of independent, local small business owners who had absolutely nothing to do with this situation.

Seeking Facts Over Narratives

Serious claims require serious evidence. We have repeatedly asked for the original documents and undoctored recordings that support these accusations. Selective social media posts and investigative-style videos are not a substitute for the complete records and legal agreements that govern the rights of all involved parties.

If a legitimate claim exists, there are established legal and dispute-resolution processes to handle it fairly. Attempting to force a business outcome through public pressure, especially on unrelated stores and employees, is not a productive or fair path forward.

Protecting Our Stores and Staff

Our local franchise owners and their employees—many of whom are young people starting their first jobs—should not be targets of harassment for a dispute they did not create. We have seen a troubling rise in:

- Unauthorized filming and manufactured confrontations inside private stores.
- Direct threats and doxxing of local staff and their families.
- The disruption of the shopping experience for families and children.

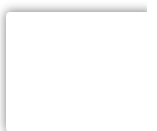
Bricks & Minifigs stores are private businesses with a right to protect their premises. We will continue to support our owners in prohibiting disruptive conduct or harassment. This is not about silencing criticism; it is about ensuring a safe environment for everyone who walks through our doors.

Moving Forward Together

Our position remains simple: Bricks & Minifigs Corporate was not a party to the unauthorized Salem consignment agreement. Any legitimate claims should be resolved through the proper legal channels, where facts can be evaluated fairly.

We ask our fans and creators to consider the human impact of the content they share. Fairness is a two-way street; it requires looking at the full picture and respecting the rights of unrelated small business owners and their staff.

We love the LEGO® community and the creativity it fosters. Our mission is to bring joy and creativity to the world through all things LEGO. As such, we will continue to operate with



integrity through the appropriate processes. We thank those who have waited for the facts before accepting rumors as truth, and who continue to support their local Bricks & Minifigs franchise stores.

Because this matter involves active legal issues, we will provide further updates only when it is appropriate and legally permissible to do so.

Thank you for your continued support of our local stores.

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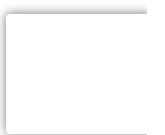
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Some LEGO® sets contain small parts that are NOT suitable for, and may pose a hazard to, children under 3 years of age. LEGO® DUPLO® sets have larger pieces which are specially designed for children under 3.

