



# NEWS RELEASE

## Defense Commissary Agency

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## DeCA celebrates every day as ‘Mom’s Day’

*By Kevin L. Robinson  
DeCA public affairs specialist*

**FORT LEE, Va.** – Every day in commissaries around the world, mothers are shopping for their families. They often pay attention to everyone but themselves. The Defense Commissary Agency would like to lavish some well-deserved attention on the military mom for a change.

“Moms are the heartbeat of our military families, whether they are holding down the home front or in uniform themselves deployed down range,” said Philip E. Sakowitz Jr., DeCA director and chief executive officer. “From January through Mother’s Day in May, we want to focus special attention on our military moms and show them how much they mean to us.”

With its “Every Day is Mom’s Day at Your Commissary” initiative, DeCA wants to pamper mom with a variety of specially priced health and beauty care products set aside just for them. It’s the commissary’s way of saying “thank-you” to a customer demographic that represents about 80 percent of daily commissary shoppers.

Beginning in early January, commissaries stateside and overseas will roll out their “red carpets” for mothers who populate all segments of the military community. Each store will highlight a special shopping area for military moms, a place where mothers can purchase discounted products to treat themselves or where their husbands and children also can do the honors.

“The military mom is the person who typically runs the household and routinely puts herself at the end of a long list of family obligations,” Sakowitz said. “ ‘Every Day is Mom’s

Day’ seeks to put our military moms first, honoring all the sacrifices they make each and every day.”

Commissary customers can expect to see banners, posters and shelf signs that point the way toward product displays designed especially for mom. They also will see product giveaways and demonstrations as well as an emphasis on women’s health articles posted on the DeCA Web site, <http://www.commissaries.com>, in the Ask the Dietitian forum.

**- DeCA-**

**About DeCA:** *The Defense Commissary Agency operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment. Authorized patrons purchase items at cost plus a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. Shoppers save an average of more than 30 percent on their purchases compared to commercial prices – savings worth about \$3,400 annually for a family of four. A core military family support element, and a valued part of military pay and benefits, commissaries contribute to family readiness, enhance the quality of life for America’s military and their families, and help recruit and retain the best and brightest men and women to serve their country.*