



NEWS RELEASE

Defense Commissary Agency

Office of Communication

1300 E Avenue □ Fort Lee, VA 23801-1800

Tel: (804) 734-8000, Ext. 4-8524 DSN: 687-8000, Ext. 4-8524

FAX: (804) 734-8248 DSN: 687-8248

www.commissaries.com

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Contact: Tammy L. Moody, marketing and mass communications specialist
Tel.: (804) 734-8000, Ext. 8-6115
E-mail: tammy.moody@deca.mil

Awareness month activities highlight commissary benefit

*By Tammy L. Moody,
DeCA marketing and mass communications specialist*

FORT LEE, Va. – Commissaries are busy year-round, but May could easily prove to be one of the busiest months for commissaries around the world. During May, the Defense Commissary Agency celebrates Commissary Awareness Month with a number of events geared toward introducing as many authorized shoppers as possible to the great savings their commissary offers.

Awareness month events include the annual “Commissary Commando Competition” and the “Family Fun Fitness Festival,” a new twist on the traditional worldwide case lot sale. These events promise to highlight the commissary benefit to a new generation of customers like never before.

The Commissary Commando Competition is an event in which single service member groups from all branches of the armed forces compete to see who can introduce the most single troops to their commissary benefit. They do this by engaging them in fun, fact-filled tours and creative competitions like turkey bowling, shopping cart races, eating contests, scavenger hunts and physical fitness challenges. The individual winners of the smaller competitions receive bikes, skateboards, food and other prizes.

Single service member groups can then submit their program ideas, along with the number of troops participating in their tours, to DeCA to compete for cash prizes provided by a coalition of food industry partners who are part of the American Logistics Association’s Consumer Awareness Team. During last year’s competition, more than 80 groups registered and

toured, then 28 of those groups competed for those cash prizes donated by DeCA's industry partners.

“We look forward to the Commissary Commando Competition and the creative techniques used to teach single troops about the commissary,” said DeCA Director and CEO Philip E. Sakowitz Jr. “We show our appreciation for those troops by introducing them to commissary features like the grab ‘n’ go items and by showing them how to save money by shopping the commissary. The more who know about that benefit, the better.”

Spreading awareness of commissary savings, a healthy lifestyle through fitness and proper nutrition, and the installation as a prime shopping destination are the main focuses of the Family Fun Fitness Festival being held during various weekends in May.

This year, the fitness festival expands DeCA's May case lot sales by partnering with participating exchanges and morale, welfare and recreation programs to create festivals that highlight National Physical Fitness Month.

Case lot sales, exchange sidewalk sales, MWR fitness events, demos, music, free nutritious food samples and lots more related to health and fitness will all be available to shoppers – all in one place.

Not all stores' festivals will have these features, some will have only case lot sales. Shoppers should click on http://www.commissaries.com/case_lot_sale.cfm to see what their particular commissary has in store for them during May.

“We are offering great savings with our May case lot sales,” Sakowitz added. “And, by partnering with AAFES and MWR, this festival will certainly make shopping the commissary – worth the trip!”

-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 \$3,300 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.*