



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

Release Number: 42-10
Date: April 22, 2010
Contact: Cherie Huntington, public affairs specialist
Tel.: (804) 734-8000, Ext. 4-8768
E-mail: cherie.huntington@deca.mil

Commissaries support Soldiers Fitness Program by helping families make healthy food choices

*By Cherie Huntington,
DeCA public affairs specialist*

FORT LEE, Va. – In its role as nutritional leader for the armed forces, the Defense Commissary Agency has rallied behind the Army’s new Comprehensive Soldier Fitness Program to help soldiers and their families get fit by making healthy food choices at their commissary – and at savings of 30 percent or more on their purchases.

The new inspirational program calls for multidimensional fitness in the realms of physical, emotional, social, family and spiritual health.

“Good nutrition plays a critical role in every facet of fitness,” said DeCA Director and CEO Philip E. Sakowitz Jr. “Your commissary can provide you with the tools you need to eat healthy.”

The agency plans a TV spot for airing on military media educating DeCA customers about the program, as well as posting program information in commissaries worldwide. DeCA’s dietitian, Karen Hawkins, herself a lieutenant colonel in the Army Reserve, will not only talk about the program’s importance on various radio shows, she’ll also be available to answer questions from soldiers and their families about diet and nutrition.

Commissary shoppers can contact the dietitian via “Ask the Dietitian” on DeCA’s web page, <http://www.commissaries.com>. There, they can read her weekly columns, current and archived, or post questions on the DeCA Dietitian Forum. They may also sign up on http://twitter.com/DeCA_Dietitian to receive cell phone updates.

A convenient link to the Comprehensive Soldier Fitness Program website is on the front page of www.commissaries.com, mid-page toward the bottom.

-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.*