



NEWS RELEASE

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July sales promotions kick off summertime savings

*By Sallie Cauthers,
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FORT LEE, Va. – Your local commissary is offering lots of specials for all your family and pet needs beginning in July and throughout the summer.

Just in time for the Fourth of July, the Defense Commissary Agency will feature farmers markets, July 1-3, at all commissaries worldwide. Here, you will find fresh fruits and vegetables to help set off your festive event.

Pets also take center stage in July with customer savings of up to 50 percent on dog and cat food from nine leading pet food brands. Special promotional displays for pet toys, chews and rawhides will also be featured.

“We know that your pets are your family, too,” said DeCA Sales Director Chris Burns, “and we want to show our appreciation for your loyalty by offering super discount prices on all your pet needs during the summer months.”

Commissaries are also celebrating our military’s “Li’l Heroes,” the younger children who must brave the hardships of having a parent or even both deployed away from home. Our industry partners are offering a “Summer Staycation Sale” in conjunction with the Marine’s Toys for Tots Foundation. Customers can find deep price reductions promoted in in-store fliers providing high-value coupons for more than a couple dozen products, primarily grilling items such as barbecue sauces, condiments and spices.

Another Li’l Heroes promotion called the “Candy Carnival” will display a mini circus tent in commissaries throughout July – the tent will be given away at the end of the month. Look

for the tent along with balloons and banners to find the special promotions on candy.

Also for children, another major promotion offers coupon booklets with information on how kids can be more active. There's also a drawing for a chance to win Little Tyke play equipment. Look for the "Swing into Summer" display at your local commissary.

To round out the summertime fun, customers can look for the NASCAR display in their commissary's beverage section to enter for a chance to win a NASCAR Sweeps Grand Prize trip for two to a race in Atlanta.

"There are so many reasons to shop your commissary this summer," Burns said. "The great savings are amazing, but with a bonus of winning great prizes provided by our industry partners, it only makes it that much more enticing to visit your commissary!"

Most commissaries will be participating, Burns said. Commissary customers should look for store displays for more details. Overseas stores may have substitute events for certain promotions.

-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 amounting to thousands of dollars annually. For current savings figures for various groups – single member up to a family of seven – visit <http://www.commissaries.com>. 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.*