



NEWS RELEASE

Defense Commissary Agency

Corporate Communication

1300 E Avenue | Fort Lee, VA 23801-1800

Tel: (804) 734-8000, Ext. 8-6105 DSN: 687-8000, Ext. 8-6105

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

www.commissaries.com

Release Number: 69-11
Date: July 21, 2011
Contact: Kevin Robinson, DeCA public affairs specialist
Tel.: (804) 734-8000, Ext. 4-8773
E-mail: kevin.robinson@deca.mil

Your commissary offers back-to-school savings

By Sallie Cauthers,

DeCA marketing and mass communications specialist

FORT LEE, Va. – Beginning in August, customers at many commissaries will see special promotional displays offering giveaways, discount coupons, contests and children’s wellness screenings, along with many other opportunities to save on back-to-school shopping.

“As our customers prepare to send their children back to school, their commissary benefit is here to help them put together healthy daily menus at significant savings,” said Defense Commissary Agency Sales Director Chris Burns. “A healthy breakfast, a nutritious lunch or an after-school snack can help give students a boost toward their academic success.”

The industry-supported promotions will be available at most stateside commissaries. Commissary customers should look for store displays for more details. Overseas stores may have substitute events for certain promotional programs. The following promotions are offered in August:

- **Dixon Marketing** offers its 11th annual “Back to School Savings Spectacular” that includes an essay contest (stateside only) with computers given away as prizes. The essay subject is “Why my family shops in the commissary.” Coupons and in-store displays will promote special pricing on select products.
- **Kraft Foods** is sponsoring its Kraft “Kids Healthy Start” in-store wellness events for more than 60 commissaries with on-base elementary schools. This program includes children’s wellness screenings, activity booklets highlighting the U.S. Department of Agriculture’s “Food Plate” nutritional meal guide, and hula hoop

and jump rope contests. Also included are commissary tours, produce department “Did You Know” information sessions, coupons and recipes.

- The **Nestlé Good Food, Good Life** program is offering a “Commissary Computer Giveaway,” a promotion to help keep U.S. service members in touch with their loved ones as well as provide computer applications to help children with their schoolwork. This promotion provides an opportunity for 178 stateside patrons – one for every stateside store – to win a prize. Ten grand-prize winners will receive a laptop computer with a built-in web camera and 168 first-prize winners will receive a \$50 Commissary Gift Card. Customers should look for in-store displays with ballot boxes and coupons.
- **7UP, Mott’s and Overseas Service Corporation** are presenting the “Ready – Set – Grow – Back to School with Apple” program. Commissary shoppers at participating commissaries worldwide will have the opportunity to enter to win up to 20 \$500 Apple gift cards for their military students at home.
- **Kellogg’s and Keebler** are sponsoring the “Happy New School Year” promotion. During August, Kellogg’s and Keebler will offer a complete package “instant win” promotions along with product demonstrations and coupons. Customers should look for materials at the checkout line bearing the “Happy New School Year” theme. Kellogg’s will also donate 5 cents per box for every published Kellogg’s or Keebler item that is purchased in August – up to \$50,000 – to the Fisher House Scholarship Fund.
- **General Mills** will offer its “Box Tops for Education” program as a school fundraiser. In addition to offering reduced prices on its brands, many items will feature two box tops during August. The program awards cash winnings for participating schools that will have collection points for the box tops. Coupons, product demonstrations and other in-store sales material also will be available.

“Your commissary has all your favorite hot and cold cereals for a healthy breakfast, a variety of lunchbox favorites for a midday break, and whole-grain snack crackers and fruity snack bars for after school,” Burns said.

“Our fresh produce section offers your favorite fruits and vegetables,” he added. “The meat section provides a choice of fresh sliced or prepackaged lunchmeats for your hearty lunch sandwiches. And, always remember to stock up on lots of bottled water for that school lunch or after-school snack.”

-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.*