



# NEWS RELEASE

## Defense Commissary Agency

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## National Military Family Month

### Commissaries help families celebrate in style

*By Cherie Huntington,  
DeCA public affairs specialist*

**NOTE:** To access photos related to commissaries and families, go to <http://www.flickr.com/photos/commissary/sets/72157628092945224/>. To access video footage, click on the following link: <http://www.youtube.com/DefenseCommissary#p/u/2/wyTlOXsRiR4>.

**FORT LEE, Va.** – In recognition of the selfless dedication of military families worldwide, DeCA and its industry partners are making National Military Family Month as special as the customers they serve.

Throughout November, DeCA and its industry partners are sponsoring in-store promotions, including shopping-spree giveaways, high-value coupons, free marketing merchandise, product giveaways and demonstrations, and thousands of dollars in complimentary commissary gift cards.

“Military families stand strong as the backbone of today’s military, and we understand the stresses they endure,” said Defense Commissary Agency Director and CEO Joseph H. Jeu. “After all, roughly 63 percent of DeCA’s workforce has military connections or has served in the armed forces. During National Military Family Month, we’re out to brighten their day and make their commissary especially worth the trip.”

Commissaries exist as part of the Defense Department's nonpay compensation to reinforce military families' quality of life. On average, commissary savings equate to nearly \$4,500 annually for a family of four and more than \$1,500 for a single service member. For fiscal 2011, commissary customers closed the year with 32 percent savings – equating to \$2.8 billion saved.

“We’re proud to help you maintain your holiday meal traditions and feed your family in style – without breaking the bank,” said Jeu. “In addition to our everyday savings because we sell groceries at cost, you’ll be treated to many special promotions and activities this month, all highlighting National Military Family Month and Thanksgiving.”

To read the presidential proclamation on National Military Family Month, visit <http://www.whitehouse.gov/the-press-office/2011/11/01/presidential-proclamation-military-family-month-2011>.

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**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.*