



# NEWS RELEASE

## Defense Commissary Agency

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## DeCA launches Li'l Heroes Baby Program on July 6

*By Courtney Rogers,  
DeCA customer relations specialist*

**FORT LEE, Va.** – As part of an ongoing effort to emphasize that the commissary is a benefit for the whole military family, the Defense Commissary Agency is launching an exciting new initiative effective July 6: the Li'l Heroes Baby Program.

A new addition to the family brings not only more joy, but also more expenses. As household budgets tighten, the average savings of 30 percent or more customers realize by shopping at the commissary helps families make ends meet. In fact, a family of four can save an average of nearly \$3,400 per year by shopping at the commissary, based on October 2008 USDA figures for retail grocery store food purchases consumed at home.

“Customers have told us that the commissary is their most important nonpay benefit, so we want to maintain that by supporting the whole military family as much as possible,” DeCA Director and CEO Philip E. Sakowitz Jr. said. “We value the sacrifices these families have made for our country, and hope that the support this program will provide will make the commissary even more worth the trip for them.”

The Li'l Heroes Baby Program will be featured on a special section of <http://www.commissaries.com> that will offer articles from the DeCA dietitian, Lt. Col. Karen Hawkins, and the agency's home economist, Kay Blakley, as well as links to other government sources providing tips and advice to new parents.

The highlight of this new program will be DeCA's newest e-newsletter: the Li'l Heroes

Benefit Bulletin. In addition to linking commissary customers to the articles mentioned above, this monthly e-newsletter will provide access to military-exclusive vendor Web pages offering special savings for readers. This information will help you learn how to make the commissary that much more worth the trip for the things your little ones need. Vendors will also be offering special thank-you gifts to subscribers.

For more information on the program, and to subscribe to the Li'l Heroes Benefit Bulletin, please visit <http://www.commissaries.com/baby> on July 6.

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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 worth about \$3,400 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.*