



NEWS RELEASE

Defense Commissary Agency

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DeCA 'tweets,' posts to Facebook

*By Millie Slamin,
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FORT LEE, Va. – The Defense Commissary Agency has great news for its commissary customers, employees and industry partners – it is now “tweeting” on Twitter and posting to Facebook about everything from money-saving events to eating healthier.

“I’m tremendously excited about getting the word out about our military’s most valued nonpay benefit on Twitter and Facebook,” said DeCA Director and CEO Philip E. Sakowitz Jr. “I enjoy using these mediums because, even with my busy schedule, there’s always time to ‘tweet’ or post a short message.”

The agency will use its Twitter page at www.twitter.com/TheCommissary to talk with those who visit the site about the latest cost-saving programs, promotions and events at DeCA’s more than 250 commissaries worldwide; share information unique to those stores; and discuss issues that affect customers and industry partners.

Its Facebook fan page at <http://www.facebook.com/pages/Defense-Commissary-Agency/131694158961?ref=ts> will expand DeCA’s online presence. Postings to this page include the latest happenings at commissaries, information on special events and promotions as well as answers to frequently asked questions.

“This technology really expands our ability to reach out to everyone from authorized patrons and employees to stakeholders and industry partners,” said Sakowitz. “These are excellent mediums in which to reinforce the importance of the 30 percent and more savings our service members, retirees and their families enjoy when they shop the commissary.”

Photographs and video clips that highlight the latest activities and special events at commissaries will be periodically posted to these Internet sites. Currently, DeCA's official Facebook page includes links to the agency Web site and the pages for "Ask the Dietitian and Kay's Kitchen.

"What I like about Twitter and Facebook is that they offer two-way communication," Sakowitz continued, "and all anyone needs is a computer with Internet access in order to start twittering or posting notes to DeCA's Facebook page!"

- 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 \$3,400 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.*