



# NEWS RELEASE

## Defense Commissary Agency

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**NOTE:** Please go to [http://www.commissaries.com/press\\_room/campaigns.cfm](http://www.commissaries.com/press_room/campaigns.cfm) for a complete selection of poster art related to the “Your Pet, Your Family” campaign.

### Commissaries kick off “Your Pet, Your Family” campaign

*By Tammy L. Moody,*

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**FORT LEE, Va.** – Whether you feel a distinct comfort when Fido greets you at the door with full-body wagging, or laugh hilariously when playing laser light chase with Socks, or marvel at Petey’s ability to mimic sounds as he makes you answer a nonringing phone, you believe your furry and feathered friends are family.

The Defense Commissary Agency agrees with you as it kicks off its “Your Pet, Your Family” campaign March 27, at Randolph Air Force Base in San Antonio, Texas. This campaign recognizes that in many military families, pets are thought of as family members and need as much care as the adults and children in the family.

“Our military community is made up of a variety of people, many of whom treasure the comfort of companion animals in their lives,” said DeCA Director and CEO Philip E. Sakowitz Jr. “We want our customers to know that not only do we support them and their family members, but also the pets in their family.”

The “Your Pet, Your Family” campaign emphasizes that the 30 percent or more customers save on grocery purchases at their commissary extends to all kinds of pet foods as well, from the new “fresh refrigerated” items most commissaries carry, to the more high-end name brands for pets.

“Pets are wonderful additions to households, as they bring a lot of joy to our lives,” said Linda Callery, a pet category buyer. “They’re a great form of companionship for many people, so selecting the right mix of pet products is an essential part of my responsibility for DeCA.”

Callery also understands how pets deserve treats now and then, so customers can find a variety of those in commissary pet aisles, as well as pet toys — all at great commissary savings.

Shopping at the commissary can also help customers with their battle against fleas and ticks on pets, as DeCA stocks high-end pet health products specially developed to keep bugs away from furry family members.

The “Your Pet, Your Family” campaign will help customers think of the commissary the next time they’re looking to provide for their family pets,” said Sallie Cauthers, DeCA’s chief of marketing.

“So, if you bristle a bit when someone says your pet is ‘just a pet,’ remember the commissary knows they are never ‘just a pet,’ ” Cauthers added. “We know your pets are your family, so look for pet promotions throughout the year in your commissary, as part of our commitment to your companions.”

**- 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 \$3,300 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.*