



# NEWS RELEASE

## Defense Commissary Agency

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## April: Month of the Military Child

Commissaries support military's youngest 'heroes'

*By Cherie Huntington,  
DeCA public affairs specialist*

**NOTE:** To download posters related to the DeCA's observance of the Month of the Military Child, click on the following links:

[http://www.commissaries.com/press\\_room/images/marketing/military\\_child/milchild\\_drawingbox11x8.5.pdf](http://www.commissaries.com/press_room/images/marketing/military_child/milchild_drawingbox11x8.5.pdf) and

[http://www.commissaries.com/press\\_room/images/marketing/military\\_child/milchild\\_poster20x30.pdf](http://www.commissaries.com/press_room/images/marketing/military_child/milchild_poster20x30.pdf).

**FORT LEE, Va.** – They could be their own army, albeit shorter in stature and perhaps more aware of the campy characters of “Yo Gabba Gabba!” than the nation’s defense. They stand 1.7 million strong: the children of the nation’s armed forces members.

This little army garners special tributes throughout April, designated as Month of the Military Child.

The Defense Commissary Agency salutes these youngsters, said its Director and CEO Joseph H. Jeu, not only for their strength of character but for their resilience as they face the many challenges of a military life.

“We are proud to recognize the youth in our military communities,” Jeu said. “They face unique challenges of having to move from place to place and often experience the challenges connected with either one or both parents deploying overseas.”

The agency’s child-oriented programs for the Month of the Military Child range from a chance to win a free bicycle to kid-friendly produce displays and child development tours:

- **Win a child’s bicycle.** Parents can sign the form at their commissary to enter their child’s name in a drawing for a chance to win a child’s bicycle donated by commissary vendors.
- **Get a “Fruit & Veggie Eater Meter.”** While supplies last, children visiting their local commissary can pick up a “Fruit & Veggie Eater Meter” and track their fruit and vegetable consumption for a week. This meter is also available for download at [http://www.foodchamps.org/downloads/Eater\\_all.pdf](http://www.foodchamps.org/downloads/Eater_all.pdf).
- **“Kids’ Zones.”** Some commissaries feature a produce “Kids’ Zone,” a colorful display section placing fresh fruits and veggies at a child’s eye level;
- **Store tours.** Commissaries often invite installation child development centers to participate in a store tour. The tours focus on good nutrition available by consuming more fruits and vegetables.

During the Month of the Military Child or any other month, commissaries are doing their part to help mix fun with an awareness of how commissary shoppers save on their grocery bills, said Chris Burns, DeCA’s director of sales.

“The ‘kids’ zones’ often provide takeaways that serve as the backdrop for explaining the many awareness events that teach children about healthy meals, healthy snacks, and the need for physical activity,” he said. “These efforts complement first lady Michelle Obama’s ‘Let’s Move!’ campaign.”

For more information about events surrounding the Month of the Military Child, please contact your local commissary manager.

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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 more than \$4,400 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.*