



NEWS RELEASE

Defense Commissary Agency

Corporate Communication

1300 E Avenue • Fort Lee, VA 23801-1800

Tel: (804) 734-8000, Ext. 8-6105 DSN: 687-8000, Ext. 8-6105

FAX: (804) 734-8248 DSN: 687-8248

www.commissaries.com

Release Number: 33-11
Date: April 11, 2011
Contact: Kevin L. Robinson, DeCA public affairs specialist
Tel.: (804) 734-8000, Ext. 4-8773
E-mail: kevin.robinson@deca.mil

Commissaries, exchanges, MWR partner for Family Fun Fitness Festival events

*By Sallie Cauthers,
DeCA marketing and mass communications specialist*

FORT LEE, Va. – With the coming of spring, the Defense Commissary Agency will once again host one of the largest partnership events in military resale and outreach history, the 2nd Annual Family Fun Fitness Festival.

This event is designed to help installations offer the military community worldwide a smorgasbord of commissary case lot sales; exchange sidewalk sales; morale, welfare and recreation fitness activities; demos and music; and industry-sponsored nutritious food samples, prize giveaways and discount coupon offers.

Packaged under the theme, “Fitness and Fun for the Family,” the festival will also help increase the military community’s awareness of the benefits of a healthy lifestyle through fitness and nutrition. First held in May 2010 during Commissary Awareness Month, the Family Fun Fitness Festival will expand its schedule this year beginning in mid-April and running through mid-June to accommodate more activities.

“When we partner with the exchanges and the MWR activities, our customers get the best of military resale,” said DeCA Director and CEO Joseph H. Jeu. “Our goal is always to make the installation a first-destination shopping option for our service members and their families.”

Last year, with May being National Physical Fitness Month, the MWR programs and Air Force Services used the festival events to offer children’s sporting events and to reach out to a significant portion of the military community to make them aware of their fitness and wellness

programs. Events in the festival area included 5K walk/runs, mini-marathons, aerobic and fitness classes, as well as health screenings provided by the local dietitians.

“This event was a tremendous success last year, offering a festival-like atmosphere for the families and, at the same time, providing super discounts at our commissary case lot sale and the exchange sidewalk sales,” said Chris Burns, DeCA’s director of sales. “As interest in the festival has increased, our event planners from DeCA, along with their counterparts in the Army & Air Force Exchange Service, the Navy Exchange Service Command, Marine Corps Community Services, the military services’ MWR programs, and various industry partners, have expanded the timeframe to offer even more events beyond the month of May.”

Customers are asked to tune in to their installation media outlets for specific schedules on Family Fun Fitness Festival events. For information on DeCA case lot sales, they can visit <http://www.commissaries.com> and click on the link to “Case Lot Sale.”

-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 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.*