



# NEWS RELEASE

## Defense Commissary Agency

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## DeCA celebrates 20<sup>th</sup> anniversary with seasonal events, savings

*By Sallie Cauthers,*

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**FORT LEE, Va.** – Beginning in October, the Defense Commissary Agency will celebrate its 20<sup>th</sup> birthday. Commissary customers can get in on the fun, too, with plenty of savings, said the agency’s sales director.

“Our industry partners play a very large part in DeCA’s 20<sup>th</sup> anniversary celebration,” said Chris Burns, sales director. “They’re offering great pricing and exceptional savings worldwide for this event; and they will also be donating some of the proceeds from commissary sales to well-known charities and nonprofit organizations.”

Throughout the months of October and November and continuing into the winter, DeCA’s industry partners will be hosting many in-store promotions – everything from shopping-spree giveaways to super-discounted holiday turkey coupons.

Overseas stores may have substitute events for certain promotional programs. Customers are asked to check out their local commissary’s schedule for the following super sales events:

- Campbell Soup Company and Acosta Military Sales are supporting the Wounded Warriors Project by donating part of their sales proceeds.
- The J.M. Smucker Company and Overseas Service Corporation created “Crisco Cares,” sending part of their sales proceeds to a base-supported charity.
- Buitoni pasta and Nestlé will award \$5,000 in commissary gift cards.

- The H.J. Heinz Company will award \$15,000 in commissary gift cards.
- Webco and ConAgra Foods will offer in each commissary \$750 in turkey gift certificates as giveaways.
- General Mills will give away \$20,000 in commissary gift cards and also distribute more than \$2 million dollars worth of coupons for designated products.
- In recognition of National Breast Cancer Awareness Month in October, commissary shoppers will see pink ribbon images on specially marked packaging and pink store displays promoting discounted products.
- October is also National Disability Employment Awareness Month. Customers will find various Skilcraft items offered at greatly reduced prices. This promotion supports Skilcraft's efforts to employ and train more than 42,000 people who are blind or have other severe disabilities.
- In honor of Veterans Day (Nov. 11), Pfizer, Kimberly Clark, Ocean Spray and Beiersdorf will donate a portion of their sales proceeds from stateside commissaries to the Wounded Warrior Project from Oct. 1 to Nov. 15. Shoppers should check their local stateside commissary for special displays and product discounts.
- With football season in full swing, Mott's and Dr Pepper are offering shoppers a chance to go to the BCS Championship Game at the Superdome in New Orleans, Jan. 9, 2012. The VIP prize includes roundtrip airfare for two, hotel, pre- and postgame parties, VIP tickets to the game, ground transportation and more. Two trip packages will be awarded stateside; and overseas, two Blu-Ray Surround Sound Entertainment Systems, one in Europe and one in the Far East.
- Football is also the theme of Kraft Foods' offer of a military tailgating coupon and recipe booklet for upcoming big-game events. Customers will see military-specific booklets in their local commissary in October. Kraft is also promoting its "Huddle to Fight Hunger" program whose mission is to help feed those in need. Look for special store displays with coupons and recipes designed by celebrity chefs Pat and Gina Neely, stars of "Down Home with the Neelys" on the Food Network Channel.

And, because shoppers always feel it's safe to venture into their local commissary, Burns recommends that they "beware" of the stores' "spooktacular" displays throughout October. "We are encouraging our shoppers to visit their commissary *first* for their Halloween candy and party supplies.

“Beyond Halloween, we will have various special events worldwide throughout fiscal 2012,” he added. “Our customers will see special in-store banners, displays and the commissary’s colorful new promotional signage, which indicates even lower prices on hot, new items that go beyond our everyday savings.”

**-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.*