



NEWS RELEASE

Defense Commissary Agency

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Save money while helping worthy causes at your commissary

By Sallie Cauthers,

DeCA marketing and mass communications specialist

FORT LEE, Va. – Commissary customers can save money while assisting worthy causes thanks to cause-marketing promotions offered from the Defense Commissary Agency’s industry partners.

“We are very fortunate to have generous industry partners who establish sales promotions that save our customers money and allow them to give back to their military community,” said Chris Burns, DeCA’s director of sales.

Throughout February, DeCA’s industry partners – manufacturers, vendors, brokers and suppliers – will host many in-store promotions that provide extra savings but also support worthy causes. Overseas stores may have substitute events for certain promotional programs. Customers are asked to check their local commissary for the following super sales events:

- **Focus on Fitness Contest.** Unilever is distributing more than 75,000 in-store coupon flyers offering \$6 in coupon savings. They will distribute \$40,000 in wellness prizes to the top 14 military installations where commissary customers purchased the most Unilever products. Through this, a winning installation may build a new playground for its children or purchase new equipment for its fitness center.
- **“Start Your Day Right!”** Acosta Military Sales will support the Scholarships for Military Children program with a portion of the proceeds from this sales event. Acosta’s

participating brands will be supported by 400,000 in-store coupon flyers worldwide. To learn more about the scholarships program, visit <http://www.militaryscholar.org>.

- **“Unleash the Power of NASCAR” – Driving for Scholarship Dollars.** The Kellogg’s Racing Car will again support the Scholarships for Military Children program. In 2011, Carl Edwards drove the Kellogg’s Car to a 2nd-place finish in the Daytona 500, earning \$30,000 for the scholarship fund. During February, stores will once again gear up for the excitement of Daytona and the Kellogg’s Racing Promotion, offering savings to include high-value coupons on participating brands.
- **Starlight Foundation.** Colgate-Palmolive will sponsor a fun center valued at more than \$4,200 to be given to a military hospital from the proceeds of their commissary promotion. Look for their coupons in stores and in military publications. This year marks Colgate-Palmolive’s 22nd year partnering with the Starlight Foundation, a nonprofit organization dedicated to helping seriously ill children through entertainment, education and family activities. Colgate-Palmolive has donated proceeds exceeding \$8 million throughout the past 21 years in support of this organization.

“Remember, when you shop at your commissary, you are giving back to our military community,” Burns said. “Everyone wins – our commissary customers and all of our military members and their families.”

-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.*

Stay Connected to your Commissary Benefit

COMMISSARIES.COM: Visit www.commissaries.com to learn more about the Defense Commissary Agency: check out the latest news, find a store near you, see what's on sale, create a shopping list, learn of food and product recalls, scan employment opportunities, read frequently asked questions, submit a customer comment form online through DeCA's Your Action Line and more.

COMMISSARY CONNECTION: Stay connected with the latest news about your most valued benefit, Hot Links to additional savings, shopping sprees, contests, commissary promotions, events and more, go to www.commissaries.com/subscribe.cfm and subscribe to the Commissary Connection newsletter.

FACEBOOK: Visit www.facebook.com/YourCommissary, DeCA’s Facebook page, where you can post comments and share news, photos and videos.

YOUTUBE: To see DeCA's latest videos, visit www.youtube.com/DefenseCommissary.

TWITTER: To see DeCA's latest "tweets," visit www.twitter.com/TheCommissary.

FLICKR: To see DeCA's latest photographs, visit <http://www.flickr.com/photos/commissary/>.