



DEFENSE COMMISSARY AGENCY  
HEADQUARTERS  
1300 E AVENUE  
FORT LEE, VIRGINIA 23801-1800

IN REPLY  
REFER TO

MPS

January 27, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-22

SUBJECT: YOUR HEALTHY LIFESTYLE FESTIVAL ~ IT'S YOUR CHOICE, MAKE IT HEALTHY!

DeCA is always looking for ways to partner with the exchanges and MWR in an effort to provide a more convenient and exciting way for our military Service Members and their families to shop as well as maximize our sales events. With DOD's new Healthy Base Initiative (HBI) underway, DeCA has created a special promotion that combines a past success with our DOD partners plus continues to offer it at a perfect time when most people have time to *get fit*. It is called: **"Your Healthy Lifestyle Festival ~ It's Your Choice, Make It Healthy!"**

This sales extravaganza will consist of the commissaries' farmers markets; Industry partners' samplings, demos, and coupon offers; the exchanges' sports and fitness sidewalk sales; local medical clinics' health screenings; and MWR/AF Services' fitness events. The festival will be held in or near the commissary parking lot and offer a festival atmosphere to include various fitness activities in addition to the farmers' market which will focus on healthy choices in fresh produce and Go Green items. The exchanges may offer sidewalk sales that could include fitness apparel, shoes, and equipment while our Industry partners may offer healthy food samplings, demonstrations, coupon bundling, and giveaways. MWR may have run/walks to kick off the event in addition to children's activities and summer sports sign-ups.

This event coincides with the overarching theme of "living a healthier lifestyle." **This special event will be offered worldwide on a planned 3-day weekend from July 1 – August 2**, with the commissaries offering suggested dates to their military community partners, and selecting one of these weekends in between these dates stated above. DeCA's Marketing Team is working with all of the DOD service benefits agencies to establish the updated standard operating guidelines and marketing campaign.

If you have any questions about offering your select "healthy" products to be placed on special during that timeframe, please contact your respective category manager as soon as possible. There are numerous ways to take part in these events from having a sampling table alongside the produce market, handing out bundling coupons, or offering a promotional inflatable/game/event to add to the festivities that coincide with a healthy fitness lifestyle. If you have any questions pertaining to the overall special event, please contact Sallie Cauthers, Marketing & Mass Communication Specialist, at (804) 734-8000, ext. 48769 or [sallie.cauthers@deca.mil](mailto:sallie.cauthers@deca.mil).

  
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