



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

MPM

October 21, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19 -74

SUBJECT: Welcome Home Veterans Theme Event

The purpose of this Notice to the Trade (NTT) is to provide information to Industry that the Defense Commissary Agency (DeCA) will be adding a new theme event to the promotional calendar, “Welcome Home Veterans”

All service-connected disabled veterans, Purple Heart recipients, former prisoners of war and primary veteran caregivers will be granted shopping privileges at commissaries and exchanges beginning January 1, 2020. The Welcome Home Veterans event will take place March 02, 2020 – March 29, 2020. All industry partners are encouraged to submit requests for display periods 5 and 6 in support of this promotion. Presentations for consideration in this event will be submitted to the respective category teams October 22, 2019 – November 1, 2019. The event code for this promotion will be 20200037.

Point of contact for this notice is Michael A. Pulley, Michael.pulley@deca.mil or (804) 734-8000, extension 48521.

Hector Granado
Director, Marketing

Cc:
Logistics
Store Operations
Area Directors
Zone Managers
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