



IN REPLY
REFER TO

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

MPMP

February 26, 2018

NOTICE TO THE TRADE – DeCA NOTICE

SUBJECT: Your Healthy Lifestyle Festival

The purpose of this Notice to Trade (NTT) is to provide details regarding the 2018 Healthy Lifestyle Festival ~ *Healthy Families! Healthy Pets!*

The 2018 Healthy Lifestyle Festival will be a joint promotion where the Defense Commissary Agency (DeCA) will join each of the exchanges; Army & Air Force Exchange Service (AAFES), Navy Exchange (NEX), Marine Corps Exchange (MCX), and the Coast Guard Exchange (CGX).

By combining resources, ideas, and marketing efforts, the entire resale system can better serve the men and women of the armed forces and their families. As a resale system, we will be conveying a unified message that not only are we interested in the health and well-being of each of our service members and their families but also recognize that each of us play an integral role in maintaining the benefits provided by each entity.

Attached is a suggestion guide for the Healthy Lifestyle Festival which will assist local industry representatives, along with store management, in the planning of the festival. Please share any of your ideas that may be used to enhance the quality of this event. Also attached is a list of the festival dates at each location.

Beginning in mid-March, artwork for this event will be available on www.commissaries.com in the marketing resources section. Each store will receive a marketing kit around the first of May allowing ample time to advertise for this event.

The point of contact for this event is Sallie Cauthers, Marketing & Mass Communication Specialist at sallie.cauthers@deca.mil or (804) 734-8000, extension 48769.

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Hector Granado
Director, Marketing