



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

IN REPLY  
REFER TO

MPM

October 1, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-107

SUBJECT: DeCA's Monthly Promotions News Releases

The Marketing Directorate prepares and distributes news releases monthly promoting Industry's special events in our commissaries worldwide, to include promotional savings, contests, sweepstakes, giveaways and celebrity visits. We research this pertinent information with our Industry Partners, our Sales Directorate and our Store Operations Group, highlighting the overarching themes for that month such as national celebrations as well as special military recognitions.

Our government reach is in the tens of millions through "military-focused" publications, websites, social media, e-newsletters, and private organizations. This distribution network also includes all military services' public affairs offices worldwide, military newspapers, and through the local Spouses Clubs, Financial Offices, and Newcomer's briefing packets. Plus, all Commissary Store Directors, Zones Directors, and Area Directors. And, of course our own marketing venues: our website, [www.commissaries.com](http://www.commissaries.com); our in-store radio; Armed Forces Network TV (AFN); and our social media platforms.

Also included are direct connections with the Pentagon/military leaders; they reciprocate through email blasts to DOD public affairs offices, military recruitment officers, and OSD's chain of command who send them forward to their teams. Plus, our releases go to our exchange and MWR partners, and to the military's Medical Command which includes dietitians in all military services. And last, but certainly not least, we distribute to our Industry partners through the American Logistics Association (ALA).

Help us get the word out about your monthly Sales Events and Promotions! We are excited to begin planning 2022 with all of you; working together to promote your company's products and the commissary benefit! Your promotions further accentuate our everyday savings to our great military patrons.

Please forward your Sales Promotion Events Summaries to Ms. Sallie Cauthers, [sallie.cauthers@deca.mil](mailto:sallie.cauthers@deca.mil), (804) 734-8000, extension 48769. Upcoming campaigns and examples included. Thank you for your continued partnership in all our military savings efforts!

Norman E. Brown  
Director, Marketing