



# NEWS RELEASE

## Defense Commissary Agency

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## **‘Green Days of Savings’ help commissary patrons save environment, money**

*By Sallie Cauthers,  
DeCA marketing and mass communications specialist*

**FORT LEE, Va.** – Being “green” is more than a passing fad for the Defense Commissary Agency. In April, the agency is observing Earth Day with several promotions and demonstrations to help customers extend their buying power as well as raise their awareness of protecting the environment.

In addition to the commissaries’ month-long emphasis, Earth Day, April 22, is a one-day-only event featuring special savings and coupons on environmentally friendly products as well as in-store product demonstrations and “Earth Day Sale” giveaways.

“During April, we want our customers to be aware of the various opportunities to save plenty of green on ‘green’ products in their commissaries,” said Chris Burns, DeCA sales director. “Although we do offer special sales promotions around Earth Day, we try our best to be environmentally responsible year round.”

As part of DeCA’s “Green Days of Savings” promotion, customers can get a free reusable shopping bag when they purchase two boxes of participating cereals. They can also see product demonstrations with free samples the week of April 17 and receive high-value coupons and products as well as coupons for the free reusable bags.

In addition to April’s promotional items, the commissary benefit offers yearly discounts on energy-saving compact fluorescent bulbs and savings on green cleaning products that include floor and surface cleaners, laundry softeners, tissues and wipes. The “green” lineup also includes

a wide range of organic food items, such as milk, baby food, and organic dog and cat foods.

“Although many organizations jumped on the ‘Go Green’ bandwagon, we made environmental management a key part of how we operate,” Burns said. “We identified environmental responsibility as a major priority in 2005, and that responsibility shapes how new commissaries are built, as far as energy-efficient lighting and refrigeration.”

DeCA is one of the few agencies whose environmental program meets Department of Defense and federal government standards for pollution prevention, compliance with environmental regulations and continual improvement. The commissary agency received the 2010 Federal Energy and Water Management Award, Oct. 7, 2010, as the result of its efforts and progress in the reduction of energy, water and green house gas emissions. On that same day, the agency also received a Fiscal 2010 Bronze Level Federal Electronic Challenge Award Goal for its work in reducing the environmental and energy impact on electronic equipment acquisition, use and disposal.

On behalf of the commissary’s “Green Days of Savings,” one of DeCA’s industry partners will donate up to \$15,000 to the National Parks Conservation Association. This private organization helps preserve the nation’s historical treasures and restores America’s national parks. Check with your local commissary for in-store promotional material regarding this event.

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**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.*