

## **ADDITIONAL THEMES:**

### **NATIONAL HOLIDAYS AND OFFICIAL MILITARY EVENTS**

#### **JANUARY**

- Special Olympics
- Martin Luther King, Jr. B-Day (*JAN 17*)

#### **FEBRUARY**

- American Heart Month
- African American Heritage Month
- President's Day (*FEB 21*)

#### **MARCH**

- American Red Cross Month
- Irish-American Heritage Month
- National Nutritional Month
- Women's History Month
- St. Patrick's Day (*MAR 17*)

#### **APRIL**

- Month of the Military Child
- Easter (*APR 24*)
- Every Day is Mom's Day!

#### **MAY**

- Asian-Pacific American Heritage Month
- Commissary Awareness Month
- Military Spouse Day (*MAY 7*)
- Cinco de Mayo (*May 5*)
- Military Appreciation Month
- Retiree Appreciation Days
- Armed Forces Day (*MAY 15*)
- Commissary Commando Competition

#### **JUNE**

- National Dairy Month
- National Candy Month
- Army Birthday & Flag Day (*JUN 14*)

#### **JULY**

- Lil Heroes
- Your Pet, Your Family

#### **AUGUST**

- Women's Equality Day (*AUG 26*)

#### **SEPTEMBER**

- Hispanic American Heritage Month
- Air Force Birthday (*SEPT 18*)

#### **OCTOBER**

- National Apple Month
- Disability Employment Awareness Month
- Army 10- Miler/ AUSA
- Red Ribbon Week Partnership Campaign (*OCT 24 – 30*)
- Navy Birthday (*OCT 13*)
- Columbus Day (*OCT 11*)

#### **NOVEMBER**

- Military Family Appreciation Month
- Our Family is Your Family
- Native American / Alaskan Heritage Month
- Election Day (*NOV 2*)
- Marine Corps Birthday (*NOV 10*)

#### **DECEMBER**

- Army/ Navy Football Game
- Christmas Day (*DEC 25*)
- New Years Eve (*DEC 31*)

## ON-GOING

### CAMPAIGNS AND EVENTS

- “The Commissary....It’s Worth the Trip” campaign
- [www.commissaries.com](http://www.commissaries.com) campaign
- Gift of Groceries Voucher Program (*Seasonal*)
- “It’s Your Choice, Make it Healthy” campaign
- Eat Healthy – Be Active Your Way
- Disaster Preparedness Campaign (*APR – OCT*)
- On – Site Sales Campaign for Guard and Reserve
- Food Safety Program Partnership with National Campaign
- Scholarships for Military Children Campaign (*NOV – FEB*)
- Seafood Road Show (*Seasonal*)
- Dollar Days (*3 Promotions*)
- The Commissary Connection Electronic Newsletter (*Monthly*)
- “It’s Your Benefit” Campaign
- DeCA Dietitian e-Newsletter (*Monthly*)
- Wow! “Deals on Meals” Campaign
- Li'l Heroes Baby Bulletin (*Monthly*)
- “Grill Sergeant” TV Show on Pentagon Channel
- Partnerships with Military Resale Activities: AAFES, MWR
- DOD Partnerships for Program Awareness (*PTSD, etc.*)
- Print Advertising opportunities with CAT / ALA
- Consumer Awareness Team (CAT) Outreach Opportunities
- Outreach Program to include: tradeshow, conferences, & special events
- Patron Council Communication
- The Outreach Challenge (*Internal Store Competition*)