



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

MPS

November 28, 2016

NOTICE TO THE TRADE – DeCA NOTICE 17-07

SUBJECT: Commissary's 150<sup>th</sup> Anniversary – July 1, 2017

The purpose of this notice is to invite Industry to join us in a historical and momentous anniversary celebration: the 150th Anniversary of the commissaries. This anniversary, observed on July 1, 2017, will highlight the long history of the commissary benefit and the great savings and value the benefit has brought to our military community since 1867.

Defense Commissary Agency (DeCA) has planned several events leading up to the July 1 date. In conjunction with this celebration DeCA has also designed a special gold logo (attached and available on [http://www.commissaries.com/press\\_room/images.cfm](http://www.commissaries.com/press_room/images.cfm)) that may be used in the design of base wrap and POS items displayed from February 1-July 31, 2017.

Our plan is to highlight the kick-off event on February 1 with the unveiling of the gold logo which will be used on Web sites, social media, business cards, stationary, interior store signage, and the first press release to the public announcing this celebration.

Perhaps most importantly, the five-month-long observance will salute and thank those who have protected our country and preserved our freedom.

Special 150<sup>th</sup> Anniversary events for Calendar Year 2017:

**February:** Kick-off for 150th Anniversary Celebration to include unveiling the gold Anniversary Logo on the Web, social media, electronic, and print media. Kick-off banners will be displayed at all stores worldwide.

**March:** Highlight historical recipes, trivia, and reasons to shop your commissary shared on commissaries.com and through social media.

**April:** Celebrity radio endorsements begin worldwide. Anniversary design reusable shopping bag released for sale on April 22 in conjunction with Earth Day.

**May:** Super Deals of the Week offered all month long for Military Appreciation Month.

**June:** Worldwide Healthy Lifestyle Festivals (incorporating Anniversary logo).

**July 1:** 150<sup>th</sup> Anniversary Celebration Day! Commissaries to host ceremony commemorating this historical occasion. Continue to celebrate throughout the month.

The planning continues as we work with our Industry partners through the Commissary's 150<sup>th</sup> Anniversary Planning Committee to ensure this celebration will be the greatest recognition event the commissaries have ever had! It is a once in a lifetime opportunity to toot our horns!

Our sincere thanks for all you do for our military members and their families. The 150th Anniversary Celebration for our commissaries will highlight the value of the commissary benefit for those who have protected our country and our freedom throughout the years. We appreciate your participation in this unique and heartfelt program.

Point of contact for this notice is Ms. Sallie Cauthers, (804) 734-8000, extension 4-8769; [sallie.cauthers@deca.mil](mailto:sallie.cauthers@deca.mil).

Tracie L. Russ  
Director, Sales



CELEBRATING 150 YEARS OF SERVICE

SERVING THE UNITED STATES ARMED FORCES

COMMISSARY

SINCE 1867

1867 - 2017