



## DEFENSE COMMISSARY AGENCY

HEADQUARTERS  
1300 E AVENUE  
FORT LEE, VIRGINIA 23801-1800

MPM

January 4, 2019

NOTICE TO THE TRADE – DeCA NOTICE 18-77

SUBJECT: UPDATED: Your Healthy Lifestyle Festival 2019

The purpose of this Notice to Trade (NTT) is to provide details regarding the Healthy Lifestyle Festival 2019 ~ *Healthy Families! Healthy Pets!*

The Healthy Lifestyle Festival (HLF) 2019 will take place May 20, 2019 – July 7, 2019. All industry partners are encouraged to submit requests for display periods 10, 11, and 12 in support of this promotion. In doing so, do not forget that pets are also an integral part of not only families but healthy lifestyles.

The HLF 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 benefit provided by each entity.

Store specific festival dates will be released at a later time. All store management is encouraged to include your local exchange partners, industry representatives and Morale, Welfare, and Recreation (MWR) personnel in the planning of the festival. Please share any of your ideas that may be used to enhance the quality of this event.

Each store will receive a marketing kit around the first of May allowing ample time to advertise for this event. Also, the marketing directorate will promote via all social media platforms to ensure maximum exposure.

The point of contact for this event is Michael A. Pulley, Chief Promotions and Marketing who can be reached at [Michael.pulley@deca.mil](mailto:Michael.pulley@deca.mil) or (804) 734-8000, extension 48521.

Hector Granado  
Director, Marketing

PROUD, COMMITTED AND MORE.