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Save Our Benefit Coalition Launches “\$6,500 Savings” Contest to Award \$6,500 to Military Families and Veterans

Coalition Advocating for the Preservation and Patronage of the Military Resale System to Award \$6,500 to be used at Commissaries and Exchanges

Washington, D.C. (March 14, 2012) – The Coalition to Save our Military Shopping Benefits, a group advocating for the preservation and patronage of commissaries and exchanges, is launching a new “\$6,500 Savings” contest to award \$6,500 to military families, veterans and others. Each year, military families save an average of \$6,500 by using military commissaries and exchanges, and the Coalition has launched the new contest to recognize and raise awareness of this important savings.

The “\$6,500 Savings” contest will feature a variety of promotions during the month-long initiative. For example, on March 14, the Coalition will award a \$65 gift card to a lucky [Facebook](#) fan every hour from 10 a.m. to 5 p.m., which can be used at a military commissary or exchange. On March 16, Facebook fans can win a \$165 gift card at 11 a.m., a \$265 gift card at 1 p.m. and a \$365 gift card at 3 p.m. And on April 9, 2012, one lucky Facebook fan will receive a \$650 grand prize gift card that can be used at a military commissary or exchange. Interested participants can log onto the Coalition’s [Facebook](#) page for all the latest contest news and updates.

“Military personnel and their families save an average of \$6,500 a year through the military resale system,” said Patrick B. Nixon, President of the Coalition to Save Our Military Shopping Benefits. “We’re giving away \$6,500 worth of savings in *one month* to help engage and excite our military patrons about this cherished benefit. What better way to raise awareness of the vital savings offered at military commissaries and exchanges than by offering even more value through Facebook?”

The military resale system is a 150-year-old benefit that provides millions in annual savings to military personnel, billions of dollars in added employment income for military families and underwrites other billions of dollars in vital on-base community programs and facilities. The system also offers tremendous value to our patrons, and it stabilizes and strengthens military households by being a major employer for spouses, retirees and dependents.

In addition, commissaries and exchanges strengthen the American economy by promoting American products overseas. The military resale system has generated more than \$20 billion in earnings over the past 20 years, which has been reinvested into funding programs and facilities for military families. These facilities are funded by the patrons and then given back to the taxpayer as they become part of the Government’s inventory.

“No merchant better understands and respects military families than our commissaries and exchanges, and we hope patrons will log onto Facebook to learn more about our Coalition and the ‘\$6,500’ contest,” added Nixon. “These families, who have sacrificed so much for our nation, are our partners in this important initiative. By patronizing commissaries and exchanges they are preserving their valuable savings. And together we will protect the military resale benefit.”

The Coalition to Save Our Military Shopping Benefits aims to ensure that nothing happens to these benefits and to educate key policy makers about the consequences of moving forward with budget proposals that would restructure and diminish commissaries and exchanges. The Coalition is actively encouraging patron and advocacy groups to join and membership is free of charge.

For more information and complete contest rules, please log onto www.SaveOurBenefit.org .

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