



## FOR IMMEDIATE RELEASE

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## Save Our Benefit Offers More Savings for Military Families \$65 Every 65 Minutes on March 22! *Latest promotion toward giving away \$6,500 in one month to veterans and military families who use Commissaries and Exchanges*

**Washington, D.C. (March 21, 2012)** – The Coalition to Save our Military Shopping Benefits, a group advocating for the preservation and patronage of commissaries and exchanges, today announced its “\$65 x 65” Facebook promotion to deliver more savings to military families and veterans.

The Coalition will award a \$65 gift card every 65 minutes from 10:05 a.m. ET to 2:25 p.m. ET to a total of five lucky Facebook fans on March 22. Each year, military families save an average of \$6,500 by using military commissaries and exchanges. The Coalition is giving away \$6,500 in *one month* to recognize and raise awareness of this important military shopping benefit.

Already, Facebook fans have won a total of \$1,835 in valuable gift cards since the Coalition’s “\$6,500 Savings” initiative was launched on March 9. On April 9, one lucky Facebook fan will receive a \$650 grand prize gift card that can be used at any military commissary or exchange. Interested participants can log onto the Coalition’s [Facebook](#) page for all the latest contest news and updates.

“The response so far to our ‘\$6,500 Savings’ initiative has been overwhelming,” said Patrick B. Nixon, President of the Coalition to Save Our Military Shopping Benefits. “It’s great providing even more savings opportunities to these military families who already count so much on the value they get at commissaries and exchanges. We are thinking up new ways to get us to our \$6,500 goal, and the ‘\$65 x 65’ contest is simply the latest.”

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.

“Every military family and veteran is our partner in this important undertaking,” added Nixon. “And our partners are doing their part by patronizing commissaries and exchanges. By doing so they are literally preserving their savings. Together we are all protecting 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](http://www.SaveOurBenefit.org) .

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