

Special Olympics Sales Promotion Supported By DeCA Patrons

• **FORT LEE**
Each year, commissary patrons have helped support the Special Olympics through a promotion sponsored by their local Defense Commissary Agency (DeCA) commissaries and Procter & Gamble. Once again in 2010, the promotion produced impressive dividends for the Special Olympics and the organization's chapters worldwide.

FACTS AND FIGURES

Procter & Gamble offered its 30th Annual Special Olympics promotion during January. Throughout the month, P&G representatives handed out up to 600,000 brandSaver coupon packets with 26.4 million coupons worth \$33.38 million throughout DeCA's worldwide network of more than 250 stores.

The agency's support of the promotion generates contributions in two ways. First, P&G makes a corporate donation to Special Olympics based on coupon redemption from the January brandSaver coupon packets. As this issue of

E and C News went to print, final totals were not yet announced, but P&G Military Markets estimated \$500,000 will be donated this year.

TOP PERFORMERS

DeCA West was the top CONUS region during this year's event, with Far East stores doing particularly well during this promotion.

However, top performers could be found all over the DeCA map. Among the commissaries that excelled during the January 2010 promotion were Fort Rucker, Ala.; NWS Charleston, S.C.; and four Florida-based commissaries: NAS Pensacola, MacDill AFB, Eglin AFB and Tyndall AFB.

SPECIAL OLYMPICS

The Special Olympics feature year-round sports training, athletic competition and other related programs that benefit more than 2.25 million children and adults with intellectual disabilities in more than 150 countries.

—E and C NEWS

Fort Rucker, Ala.



MacDill AFB



NAS Pensacola



NWS Charleston, S.C.



Eglin AFB



Tyndall AFB



PHOTOS: PROCTER & GAMBLE MILITARY MARKETS



P&G Product Innovation

2008

Charmin Ultra Strong \$144*
 Secret Clinical Strength \$50
 Dawn Plus \$49
 Cover Girl Lash Blast \$45
 Tide Pure Essentials \$43

2007

Herbal Essences \$154
 Tide Simple Pleasures \$66
 Gain Joyful Expressions \$66
 Crest Pro-Health \$61
 Febreze Noticeables \$61

2006

Gillette Fusion \$191
 Tide with Febreze \$138
 Tide Coldwater \$93
 Pantene Pro V Expressions \$50
 Gillette Venus Vibrance \$49

2005

Tide with Downy \$266
 Gillette M3 Power \$100
 Gillette Venus Divine \$58
 Downy Simple Pleasures \$46



New Product Innovation. Demonstrated Results.

Over the past seven years, P&G has averaged 5 out of the top 10 best selling non-foods new items.[†] That's because we've focused on meeting new consumer needs and delivering category growth for you.

Get ready for the next product innovation from P&G.

* All numbers in millions
 † IRI Pacesetter Report 2002-2008

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