

Army & Air Force Exchange Service Public Affairs

NEWS RELEASE: 19-099

June 18 2019

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It Pays To Shop the Exchange: \$431,118.00 Generated for the Beale Exchange Quality-of-Life Programs in 2018

BEALE EXCHANGE – Every time Airmen , retirees and military families shop the Beale Exchange, they help make their community stronger. In 2018, Beale Exchange shoppers generated \$431,118.00 for vital on-installation community programs.

AIR FORCE INSTALLATIONS: The dividend supports Quality-of-Life programs, including Outdoor Recreation and more, at Installation Name. 100% of Exchange earnings are invested in the military community, with 60% going to dividends supporting Quality-of-Life programs and the remaining 40% used to improve the experience in stores and at ShopMyExchange.com.

“Support of critical Quality-of-Life programs is a tangible return on the benefit the Beale Exchange Airmen and their families have earned,” said Exchange General Manager Gail Lecour. “The Exchange goes where they go to deliver convenience and savings and invest in each community we are honored to serve.”

The Beale Exchange dividend is a part of the \$223 million the Army & Air Force Exchange Service generated in 2018 worldwide. Over the last 10 years, Exchange shoppers have contributed \$2.5 billion to support these programs that strengthen the Services’ recruiting, retention and readiness efforts.

The 2018 \$223 million dividend was generated in part by Veterans, who were welcomed home with a lifelong online military exchange shopping benefit introduced on Veterans Day 2017. By shopping the Exchange online, Veterans make life better for those who wear the uniform today while enjoying exclusive military savings and tax-free shopping. Veterans can visit ShopMyExchange.com/vets to sign up for their lifelong online benefit.

Media Notes:

For more information or to schedule an interview with an Exchange representative please contact PAR name, PAR phone number or PAR email address.

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