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## **Navy Exchange System Wraps Up 65<sup>th</sup> Anniversary with Gift Card Sweepstakes**

In celebration of the NEX's 65<sup>th</sup> Anniversary during 2011, a variety of giveaways and promotions were offered throughout the year. As the final giveaway of the anniversary year, a sweepstakes drawing was held for 65 \$1,000 NEX Gift Cards to be given away to authorized NEX shoppers.

"This sweepstakes was extremely popular with our customers," said Chuck Early, NEXCOM Marketing Specialist. "We had nearly 30,000 entries from around the world and through our website, myNavyExchange.com. This sweepstakes was a great way to thank our customers and to end our 65<sup>th</sup> Anniversary celebration."

One winner, Ensign Shawn Reece of Naval Air Station Sigonella, Italy's, Security Command was thrilled to win a \$1,000 NEX Gift Card. "As one of the 65th Anniversary NEX \$1,000 prize giveaway customers selected before Christmas, it is humbling. There are a lot of deserving NEX customers. The NEX Gift Card was spent on family, friends and the morale of my "SEA WARRIORS." Although I did pick a thing or two out for me, just to keep up my personal morale! Thanks Navy Exchange!"

NEX Sigonella general manager, Ron Dahl, was also excited to have a winner from his NEX. "It was a great honor to have a winner of the 65th Anniversary sweepstakes selected from the Sigonella community. NEX Sigonella strives to be involved in community events and this sort of thing helps build our customer confidence. But more importantly, it was a great feeling being able to present one of our military members with a gift card right before Christmas knowing how much they sacrifice to serve our great country and being stationed overseas away from loved ones. We are grateful to the NEX for giving us the opportunity to spread some cheer at the holiday season"

From October 3 – November 7, 2011, NEX customers were able to sign up for a chance to win one of the shopping sprees by filling out an entry form located in participating stores or online at [www.myNavyExchange.com](http://www.myNavyExchange.com). The winning entries were drawn from around the world and online at the Navy Exchange Service Command (NEXCOM) headquarters in Virginia Beach, Va. Winners received their NEX Gift Cards from their local NEXs.

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**About NEXCOM**

The Navy Exchange Service Command (NEXCOM) is headquarters for the worldwide Navy Exchange System that oversees 104 Navy Exchange (NEX) facilities and nearly 300 stores worldwide; 40 Navy Lodges; Ship's Stores; Uniform Program Management Office. NEXCOM's parent command is the Naval Supply Systems Command. NEXCOM's mission is to provide authorized customers quality goods and services at a savings and to support quality of life programs for active duty military, retirees, reservists and their families. NEXs operate primarily as a non-appropriated fund (NAF) business instrumentality. Revenues generated are used to support Morale, Welfare, and Recreation (MWR) programs. In FY10, \$2.6 billion in sales were generated with \$48.4 million in dividends provided to Navy MWR programs.