

NEWS ADVISORY

Fort Bragg Public Affairs Office

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Fort Bragg's North Post Exchange is pilot for new logo

FORT BRAGG, N.C. – Fort Bragg's North Post Main Exchange is the first in the Army and Air Force Exchange System (Exchange) to use their new logo and to mark this first they are holding a "Brand Opening" ceremony tomorrow, June 1 at 9:30 a.m.

To mark this event, the 82nd Airborne Division's freefall demonstration team will Jump in the U.S. flag and 90 children from Shughart Elementary School will sing the national anthem. Additionally the Forces command's band will provide music.

Brig. Gen. Francis L. "Fran" Hendricks, commander of the Exchange, and Fort Bragg Garrison Commander, Col. Stephen J. Sicinski will provide comments.

The Exchange is the 43rd largest retail company in the U.S., with revenue of approximately \$10 billion per year. It employs more than 43,000 civilians and provides department stores, convenience stores, gas stations, restaurants, theaters, vending and other businesses on military installations in 50 states and more than 30 countries. The Exchange is a non-appropriated fund instrumentality and operates as a Soldier and Airman owned co-op, with 98 percent of its budget generated from sales. The Exchange currently operates more than 68 stores in support of the Southwest Asia and European Command areas of responsibility, with 39 stores in Afghanistan and 10 in Iraq.

Fort Bragg's two Exchanges and its smaller stores, contributed to Fort Bragg's Family Moral, Welfare and Recreation system \$4,183,611 in 2011.

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(Editor's Note: Media interested in covering the Brand Opening must confirm with the Fort Bragg Public Affairs Office at (910) 396-5620 no later than 5 p.m. Thursday, May 31. Upon confirmation, media will meet at Stryker Golf Course no later than 9 a.m., Friday, June 1.)