KEEPING OUR PROMISE TO AMERICA'S VETERANS

National Headquarters
860 Dolwick Drive
Erlanger, KY 41018
tel 859-441-7300
toll free 877-426-2838
dav.org

Washington Headquarters
1300 I Street NW, Suite 400W
Washington, DC 20005
tel 202-554-3501

TO: National Executive Committee
Department and Chapter Commanders and Adjutants
All Employees

FROM: Barry Jesinoski, National Adjutant

DATE: October 29, 2026

SUBJECT: Cumberland Farms to Support DAV This November

I am delighted to share that Cumberland Farms (formerly EG America) is renewing its partnership with DAV for the eighth consecutive year. From Nov. 1–30, customers at participating Cumberland Farms stores will have the opportunity to donate $1, $5 or any designated amount to DAV at the register during checkout. Cumberland Farms guarantees a minimum donation of $150,000 through the campaign.

The campaign will take place at approximately 1,500 participating stores across the country. Participating store brands under the Cumberland Farms umbrella include Certified Oil, Fastrac, Kwik Shop, Loaf 'N Jug, Minit Mart, Quik Stop, Sprint Food Stores, Tom Thumb, Turkey Hill and Coen Markets. Proceeds from the campaign will support state departments with participating locations in their jurisdiction. We encourage you to check its store locator to find a location in your area.

Over the past seven years, our campaigns with Cumberland Farms have raised more than $4 million to support ill and injured veterans. If you visit one of these stores, please thank the staff for their commitment to DAV's mission. Thank you for helping us maintain such a positive, long-lasting relationship with Cumberland Farms. For any questions about this partnership, please contact partners@dav.org.



Barry A. Jesinoski
National Adjutant

BAJ:vt