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**TO:** National Executive Committee  
Department and Chapter Commanders and Adjutants (In Participating Areas)  
National Service Office Staff (In Participating Areas)

**FROM:** Barry A. Jesinoski, National Adjutant

**DATE:** November 2, 2023

**SUBJECT:** Price Chopper/Market 32 and Customers Round Up for DAV in November

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We have great news to share. Price Chopper/Market 32, a supermarket chain with 131 store locations throughout New York, Connecticut, Massachusetts, New Hampshire, Pennsylvania and Vermont, has renewed its partnership with DAV. For the eighth consecutive year, this well-respected brand is conducting a fundraising campaign to support our mission of service to veterans and their families.

The campaign begins on November 1 and will run throughout the month at all 131 store locations. Customers will be invited to round up their purchase to the nearest dollar at checkout to benefit DAV. Price Chopper/Market 32 will also match donations up to \$5,000.

I am also pleased to inform you that 25% of the total funds raised in each state will be donated to the respective state department.

If you live or travel through these states in November, please consider stopping by your local Price Chopper/Market 32 to show your appreciation.

Thank you for all you do.

A handwritten signature in black ink, appearing to read 'Barry A. Jesinoski', with a stylized flourish at the end.

Barry A. Jesinoski  
National Adjutant

BAJ:rv