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TO: National Executive Committee
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All employees

FROM: Barry A. Jesinoski, National Adjutant

DATE: Oct. 23, 2025

SUBJECT: Market 32 and Price Chopper to Host Another Round Up Campaign for DAV

I am thrilled to share that, for the 10th consecutive year, Market 32 and Price Chopper have renewed their partnership with DAV. In support of our mission, all 129 store locations throughout New York, Connecticut, Massachusetts, Vermont, Pennsylvania and New Hampshire will be conducting a fundraising campaign.

From Nov. 1–30, customers are invited to round up their purchase to the nearest dollar at checkout with 100% of proceeds benefiting DAV. Market 32 and Price Chopper will match donations up to \$10,000. Additionally, on Nov. 11, veterans who shop at Market 32 and Price Chopper will receive an 11% discount on their purchase.

If you live or travel through these states in November, please consider stopping by your Market 32 or Price Chopper to show your appreciation. You can find your nearest location [here](#). For any questions about the partnership, please contact partners@dav.org.

Barry A. Jesinoski
National Adjutant

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