

MCX Opens Corps' Largest Exchange

• **MCB CAMP PENDLETON, Calif.**
On May 3, a new 147,000-square-foot Marine Corps Exchange (MCX) opened here near the installation's main gate. As the ribbon was cut on the new facility, Marines, Sailors, retirees and their family members were introduced to what has been referred to as the largest shopping experience in the Marine Corps. The Camp Pendleton MCX is the 12th MCX Main Store to undergo a brand transformation, as part of the MCX recapitalization master plan. Cindy Whitman Lacy, Headquarters Business Operations chief operating officer (COO), added, "The MCX brand is not merely about the tangible facility, it's also inclusive of the intangible customer touchpoints and conveniences and delivering a consistent, branded service experience."

The new facility now takes on the role of the installation's Main Exchange, supplanting the older "Mainside Exchange," which dates back to the mid-1960s, but will continue to serve patrons in a supplementary role focusing on convenience. Sales for the grand opening weekend, May 3-6, topped \$1.2 million. The grand opening day's sales were an MCX

grand opening record of over \$550,000.

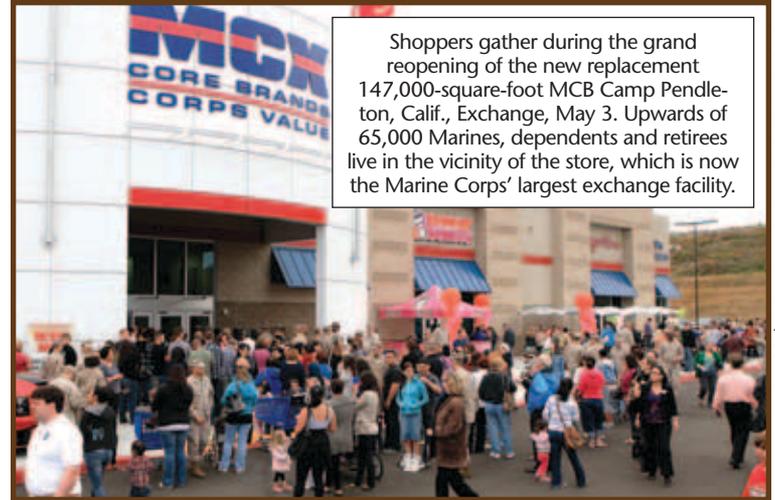
"It's an honor and privilege to serve the Marines, Sailors and families aboard Camp Pendleton," said the installation's Marine Corps Community Services (MCCS) retail director, George Ladd, referring to the 65,000 Marines, dependents and retirees who live in the area served by the store. "Providing the largest shopping venue in the Marine Corps is an exciting way to show we appreciate all the sacrifices they make and we hope they will enjoy the one-stop shopping experience," Ladd said to the hundreds of patrons who lined up to be the first to enter the new store when it opened at 0900 (9 a.m.).

THE EXCHANGE

Groundbreaking for the \$40-million exchange — part of a \$4-billion base makeover that has been ongoing for the past four years — started in September 2010 and construction was completed in February 2012.

Departments in the facility include family apparel; an Apple Store; office supplies; running apparel; sporting goods; consumables; shoes; tactical gear; military clothing sales store (MCSS); pet supplies; luggage; home/domestics; garden center; electronics, and Wireless Advocates (cell phone provider).

Other retail venues and services at the site — a setting which is located directly across from the base's Defense Commissary Agency (DeCA) store — include West Coast Customs Automotive



Shoppers gather during the grand reopening of the new replacement 147,000-square-foot MCB Camp Pendleton, Calif., Exchange, May 3. Upwards of 65,000 Marines, dependents and retirees live in the vicinity of the store, which is now the Marine Corps' largest exchange facility.

PHOTO: LANCE CPL. TREVON PERACCA, USMC

Shoppers prepare to checkout their purchases at the new MCB Camp Pendleton Exchange during its grand opening event. The facility recorded \$1.2 million in sales during the three-day celebration.



PHOTO: MCCS MARKETING/BUSINESS OPERATIONS, MCB CAMP PENDLETON, CALIF.

Service; barber shop; tailor shop; florist; watch and jewelry repair; engraving shop; dry cleaner; vision center; Redbox video rental and a Marine Corps Community Service (MCCS) Information Center.

The one-stop shopping facility also offers an array of quick-serve restaurant (QSR) options, including a co-located Yogurtland; a Dunkin' Donuts — the chain's only California-based QSR — as well as food court favorites that are set to begin operations after the exchange grand opening, including McDonald's and Domino's Pizza.

GRAND OPENING FESTIVITIES

To highlight the three-day event, MCCS gave away a 2012 Chevy Silverado, a Honda motorcycle, Disney World and Las Vegas trips, and a \$1,000 MCX shopping spree, among other prizes.

Numerous celebrities appeared during the grand opening weekend, including actor "Gunny" R. Lee Ermey, a retired Marine gunnery sergeant and drill instructor; UFC fighter Krysztzf Soszynski; professional body builder Brandon Ray; country music artist Ashley Ray; and players from two of San Diego's professional sports teams, the NFL's Chargers and MLB's Padres.

MCCS Announces 'Sponsor the Marines' Contest Winner

• **QUANTICO**
Marine Corps Community Services (MCCS) announced that Marine spouse Trinity Monbeck, from MCAS Cherry Point, N.C., won the organization's "Sponsor the Marines" Facebook page contest. Monbeck received all-access passes to the "Nicholas Sparks Celebrity Family Weekend," including attendance at the movie premier of "The Lucky One," a film based on one of Sparks' best-selling novels.

The prize package, valued at more than \$4,000, included three nights' hotel accommodations in New Bern, N.C.; attendance during the red carpet premier of the film; and brunch at the writer's residence.

When notified that she won the contest, Monbeck stated, "My husband is currently deployed and I'm usually waiting by my phone for a call. So, when the phone rang and it was somebody telling me I've won 'The Lucky One' contest, it was the last thing I was expecting! I was in such shock because I've never won anything like this before. This is a huge opportunity that most people can only dream of!"

More than 1,250 people entered the contest at www.facebook.com/sponsorthemarines. Many more MCCS patrons got to enjoy book clubs and sneak-peek movie premiers at installations around the Marine Corps related to this contest.

CORPORATE SUPPORT

For more information regarding specific Marine Corps sponsorship opportunities, contact Pasternack at pasternackn@usmc-mccs.org or (703) 784-3894.

