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The United Family® Supports General Mills and Big Machine Label Group’s Outnumber Hunger Campaign to Benefit Local Feeding America Member Food Banks

(LUBBOCK, Texas) – [The United Family®](#) today announced that the annual General Mills’ **Outnumber Hunger promotion** is underway in their local markets. Consumers can enter codes online from specially marked General Mills’ products found in all [United Supermarkets](#), [Market Street](#) and [Albertsons Market](#) locations in West Texas, Dallas-Fort Worth and New Mexico.

Participating products contain promotion codes which United Family guests can enter from a specially marked package at [OutnumberHunger.com](#). Through this they will help secure five meals on behalf of local food banks that are members of Feeding America, the leading domestic hunger-relief organization.

“Year after year, The United Family is blown away by our guests’ eagerness to make an impact on local food banks through Outnumber Hunger,” said Shelby Crews, Senior Community Relations Manager for The United Family. “Giving back to the communities we serve is at the core of The United Family’s mission, and we encourage guests to help feed the 49 million food insecure people in America by continuing their everyday shopping of General Mills products.”

For every code entered online by January 31, 2016, General Mills will donate 50 cents to Feeding America - enough to secure 5 meals on behalf of local food banks, with a maximum total donation of \$1.2 million. General Mills has already donated \$500,000 and will donate up to an additional \$700,000 based on online code entries and other consumer actions.

Every year, General Mills and [Feeding America](#), a nationwide network of food banks, partner with Big Machine Label Group and many of their artists to raise awareness for hunger. This year, Country superstars Reba, Florida Georgia Line, Maddie and Tae, RaeLynn and Eli Young Band are some of the many talented artists that will be featured on more than 60 million General Mills packages, including Cheerios, Pillsbury, Yoplait and Nature Valley. The face of this years campaign, Reba, released her new chart-topping album *LOVE SOMEBODY* (Nash Icon Records) in conjunction with the launch of Outnumber Hunger 2015.

About The United Family®

In its 99th year of operation, United Supermarkets, LLC – d.b.a. [The United Family®](#) – is a Texas-based grocery chain with stores in 36 communities in West Texas, Dallas-Fort Worth and New Mexico. A self-distributing company with headquarters in Lubbock and distribution centers in Lubbock and Roanoke, The United Family currently operates 67 stores under five unique banners: [United Supermarkets](#), [Market Street](#), [Amigos](#), [Albertsons Market](#) and United Express, along with ancillary operations R.C. Taylor Distributing, Praters and Llano Logistics. The company is a wholly-owned subsidiary of Albertson's LLC. For more information, please visit www.unitedtexas.com.

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