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Abilene Market Street Features Caroline's Carts

Store extends focus on service to guests with special requirements

(ABILENE, Texas) – Abilene's new [Market Street](#) announced they have two [Caroline's Carts](#) available for guest use, thanks to the joint effort of local organizations [REACH for a Difference](#) and [Community Foundation of Abilene](#). Caroline's Carts makes a trip to the grocery store easier for parents and caregivers of a child with special needs.

Caroline's Cart was created for special needs individuals who have outgrown the traditional shopping cart seating area. It provides caregivers a viable option to transport a special needs individual through a store while shopping without the impossible task of having to maneuver a wheelchair and a traditional shopping cart at the same time.

"These carts benefits families and caregivers of those with special needs by decreasing the physical toll of lifting and maneuvering an older child into a regular cart," explains REACH for a Difference CEO Sara Collins. "Secondly, it helps to decrease sensory issues and meltdowns for the child with autism. Parents have better control while trying to keep their child safe during a shopping trip."

REACH for a Difference led a social media campaign asking Abilene residents to choose the retailers to be granted carts. United Supermarkets, along with Market Street are now making a Caroline's Cart available at each store.

"The Foundation is excited to help REACH for a Difference provide Caroline's Carts for this store and other United Family locations in our community," said Nancy Roberts, director of marketing and communications for the Community Foundation of Abilene. "Along with assistance from several individual donors, REACH for a Difference received a grant from our discretionary funds to provide several carts for local families to make shopping with special needs individuals easier."

About Market Street®

[Market Street®](#) is a grocery store “where everyday meets gourmet.” Each location provides a unique and inspiring shopping experience for guests who care about food, want a healthier lifestyle and are open to fresh new food ideas. Market Street can be found in 12 communities in Texas, including Abilene, Allen, Amarillo, Colleyville, Coppell, Flower Mound, Frisco, Lubbock (3), McKinney, Midland, Odessa, Plano and Wichita Falls. One additional store is scheduled to open in Odessa in 2015. Market Street is operated by [The United Family®](#), a Texas-based grocery chain that has 66 stores in West Texas, Dallas-Fort Worth and New Mexico under five unique brands: [United Supermarkets](#), Market Street, [Amigos](#), [Albertsons Market](#) and United Express. The United Family is a wholly-owned subsidiary of Albertson’s LLC. For more information, please visit www.marketstreetunited.com.

About REACH for a Difference

REACH for a Difference is Abilene’s local autism resource and is committed to supporting individual, family and community actions to address identified needs and issues of the autism spectrum and other neurodevelopmental delays in the West Central Texas area surrounding Abilene. To this end, the nonprofit 501(c)3 organization will engage in responsive support activities to promote greater understanding of these needs and issues and to help develop, locate, and provide resources to meet expressed needs.

About Community Foundation of Abilene

The Community Foundation of Abilene, with community assets of over \$105 million, is a nonprofit grantmaker and community builder. The Foundation’s ultimate goal is to give back to the community for generations to come through grant making, endowment building and leading initiatives for important community needs. For more information see cfabilene.org.

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