



Media Contacts:
Eddie Owens, Director of Communications/PR
O: 806.788.4863 C: 806.928.0462
eowens@unitedtexas.com
Lauren Griffin, Public Relations Support
O: 972.499.6621 C: 972.743.8709
lauren.griffin@hck2.com

FOR IMMEDIATE RELEASE – May 10, 2013

United Supermarkets Raises \$57,000 to fund March of Dimes Research

Generous donations from guests will improve the health of babies in Texas

(LUBBOCK, Texas) – [United Supermarkets](#), LLC (United) announced today the results of its March of Dimes scan tag promotion, which helped raise more than \$57,000 benefitting [March of Dimes](#), an organization with a mission to prevent birth defects, premature births and infant mortality.

From April 17 to 27, store guests had the option of adding a donation to their grocery bill at checkout. The following is a breakdown of funds raised in each of United's regional areas:

- Stores in the Lubbock area raised \$23,070.91
- Stores in the Amarillo area raised \$19,095.22
- Stores in the Abilene area raised \$7,148.53
- Stores in the Wichita Falls area raised \$4,387.21
- Stores in the Dallas-Fort Worth area raised \$3,986.49

"We want to thank our guests for helping us raise such a significant amount on behalf of March of Dimes," said Shelby Crews, community relations manager for United. "We know this goes a long way toward helping them reach their goal of decreasing the national premature birthrate to 9.6 percent before 2020, and we are honored to support such a worthy cause."

According to the National Center for Health Statistics, the U.S. infant mortality rate fell in 2011 to 6.05 infant deaths for every 1,000 live births, an all-time low. About 4 million babies are born in the United States each year, and the March of Dimes has helped each and every one through its research, education, vaccines and breakthroughs.

Participating stores included all United Supermarkets, Market Street and Amigos locations in West Texas and the Dallas-Fort Worth area. To find your local March of Dimes chapter or for more information, please visit MarchOfDimes.com/Texas.

About United Supermarkets

Now in its 97th year of operation, United Supermarkets, LLC, is a Texas-based, family-owned grocery chain with stores in 30 markets across north and west Texas. A self-distributing company with its headquarters in Lubbock and distribution centers in Lubbock and Roanoke,

-more-

United currently operates 52 stores under four distinct formats: [United Supermarkets](#), [Market Street](#), [Amigos](#) and United Express.

#

Tweet it: Thanks to our guests for helping us raise \$57,000 for #MarchOfDimes @UnitedWestTexas.