



Media Contacts:

Mary Myers

Communications Manager
O: 806.791.8114 C: 806.543.4091
mmyers@unitedtexas.com

Kerri Fulks

PR Support
O: 972.499.6617
kerri.fulks@hck2.com

Marcela Fabbri

First Fruits Marketing of Washington
O: 651.340.4609
marcela@goldensunmarketing.com

FOR IMMEDIATE RELEASE – March 24, 2015

The United Family® Makes Annual Apples Donation To South Plains Food Bank

Contributes 5,600 pounds of apples as part of Take a Bite Out of Hunger™ program

(LUBBOCK, Texas) – [The United Family®](#) in Lubbock today delivered a **donation of 5,600 pounds** of apples to the [South Plains Food Bank](#), as part of its annual participation in the [Take a Bite Out of Hunger™](#) program.

For the fourth year in a row, The United Family is providing food for the hungry in its local communities by donating **more than 39,000 pounds of apples to seven local food banks** across Texas and New Mexico.

“The United Family’s continued participation in the Take a Bite Out of Hunger program is a way for us to show our commitment to those in need in our local communities,” **said Joseph Bunting, Produce Director for The United Family.** “We are proud to stand with these food banks as they seek to eliminate widespread hunger.”

Through partnering with 220 agencies, The South Plains Food Bank provides food for those in need in a 20-county area of West Texas and have fed more than 82,000 hungry children in the last year and a half.

The donation is part of The United Family’s participation in the Take a Bite Out of Hunger™ program sponsored by FirstFruits Marketing of Washington. FirstFruits created the Take a Bite out of Hunger™ campaign to help feed the underserved while bringing attention to the problem of food insecurity in the United States.

“Year after year, we are humbled to learn the impact our program makes in communities nationwide,” said Robbin Erickson of FirstFruits Marketing of Washington. “The number of households fed through our program exponentially increases with the consistent support from our retail partners like The United Family.”

– more –

Since Take a Bite out of Hunger was introduced in 2010, approximately 1 million pounds of fresh apples have been donated to local food banks in the name of the participating retailers. This year more than ten retailers have joined the Take a Bite Out of Hunger effort with donations going to local food banks throughout the U.S. and Canada.

Through the program, United has provided almost 150,000 pounds of apples to area food banks during the past four years.

Apple donations also arrived today at the Food Bank of West Central Texas, Abilene; High Plains Food Bank, Amarillo; North Texas Food Bank, Dallas-Fort Worth; Wichita Falls Area Food Bank, Wichita Falls; West Texas Food Bank, Midland/Odessa; and Food Bank of Eastern New Mexico, New Mexico.

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.

###