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

(LUBBOCK, Texas) – [The United Family®](#) today announced the annual General Mills' **Outnumber Hunger promotion** is underway in the company's local markets. Consumers can enter codes online from specially marked General Mills' products found in all 66 [United Supermarkets](#), [Market Street](#), [Amigos](#) and [Albertsons Market](#) locations in West Texas, Dallas-Fort Worth and New Mexico.

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

"The core of The United Family's mission is to give back to the communities we serve and by participating in Outnumber Hunger, our guests can make a direct impact on local food banks in their community," said Mary Myers, communications manager for The United Family. "As a result of purchasing everyday grocery items from General Mills, our guests can help feed the nearly 50 million food insecure people in America."

For every code entered online by Jan. 31, 2017, General Mills will donate 45 cents to Feeding America - enough to secure five 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.

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. The face of this year's campaign, Jennifer Nettles, is a Grammy® Award-winning Country superstar and recently signed with Big Machine Records. Country superstars Reba, Florida-Georgia Line, Rascal Flatts, The Band Perry and Ronnie Dunn are a few of the other many talented artists who will be featured on more than 60 million General Mills packages, including Cheerios, Pillsbury, Yoplait and Nature Valley.

About The United Family®

In its 100th 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 66 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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