



For Immediate Release

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**United Supermarkets and Texas Tech University Announce
Research Grant for Cancer Prevention in Rural Communities**

Public-private partnership seeks to fill void in an effort to reduce cancer occurrences

LUBBOCK, TEXAS ó Texas Tech University and Texas Tech University Health Sciences Center, in partnership with United Supermarkets (United), today announced a public-private partnership to develop, implement and evaluate a multi-tiered approach to enhance primary cancer prevention and help cancer survivors reduce their risk for cancer recurrence, within rural communities. This project is funded by the Cancer Prevention Research Institute of Texas (CPRIT) and runs through February 2013.

The goal of the project is to substantially prevent cancer and cancer recurrences in one rural community ó Muleshoe, Texas. If successful, this project will develop a feasible intervention program which could be replicated and enable other small, rural communities to successfully address multiple cancer risks and ultimately reduce the cancer incidence within the community.

“United Supermarkets is very excited to be part of this important research study. We strive to make a positive impact on our guests’ lives every day and, through this partnership with the Texas Tech Health Sciences Center, we will be actively working to reduce cancer risks and change behaviors in our very own community,” said Tyra M. Carter, PhD, RD, LD, corporate dietitian for United Supermarkets, LLC.

The project aims to address the most preventable sources of cancer ó obesity, tobacco use and sunburn. Randomly selected participants will be evaluated through repeated measurements of body mass index (BMI) and blood pressure levels, combined with an analysis of the participants’ three-day food records, supermarket sales records, and survey data assessing health status and cancer-preventing related behaviors. Additionally, behavior changes in both the type and frequency of sunburn prevention practices and tobacco product usage will be monitored.

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United Supermarkets, L.L.C.

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“There appears to be little difference in the cancer incidence and mortality rates of rural and urban populations, however evidence suggests that cancer tends to be diagnosed at a more advanced stage among rural populations,” said Conrad P. Lyford, PhD, Texas Tech professor and project director. “Rural areas often have limited services available to foster the prevention of cancer, and this project implements and tests the effectiveness of an accessible program designed to reduce cancer risks.”

Through collaboration with United, participants will be exposed to cancer prevention educational materials emphasizing nutrient rich, cancer-preventing foods. Additionally, food demonstrations and consumer education classes that focus on cancer risk factors, cancer prevention, and the importance of appropriate preventive actions (e.g. cancer screenings) will be conducted at United locations and other community venues.

About United Supermarkets

Now in its 95th 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, United currently operates 51 stores under four distinct formats: [United Supermarkets](#), [Market Street](#), [Amigos United](#) and United Express.

About Texas Tech University Health Sciences Center

The Texas Tech University Health Sciences Center provides creative solutions to the health care challenges of today and tomorrow. It educates a diverse group of health care professionals for successful careers; it investigates and treats complex health issues, especially those affecting historically underserved populations; and it advances knowledge through research and other innovations that touch the health of people in Texas and beyond. For more information, please visit <http://www.ttuhscc.edu>.

About CPRIT

Texas voters overwhelmingly approved a constitutional amendment in 2007 establishing CPRIT and authorizing the state to issue \$3 billion in bonds to fund groundbreaking cancer research and prevention programs and services in Texas. CPRIT’s goal is to expedite innovation and commercialization in the area of cancer research and to enhance access to evidence-based prevention programs and services throughout the state. CPRIT accepts applications and awards grants for a wide variety of cancer-related research and for the delivery of cancer prevention programs and services by public and private entities located in Texas. More information about CPRIT is available on its website, www.cprit.state.tx.us.

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