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United Supermarkets to Raise Funds for Breast Cancer Research by Asking “Who Are You Pink For?”

(LUBBOCK, Texas) – United Supermarkets, LLC, and its grocery partners are once again joining the fight against breast cancer. United Supermarkets, Market Street and Amigos stores are asking guests to help raise funds for breast cancer research and awareness through their annual “Who Are You Pink For?” promotion.

Today through Nov. 1, guests can help raise money for breast cancer research and awareness by purchasing specially marked products throughout the store, for which grocery partners have agreed to donate a percentage of the sales to support the cause. Products will be clearly marked with special shelf tags. In addition, all stores will be selling pink reusable bags for \$1.99 each, with \$1 from each sale also going to the cause.

Throughout October, guests will have the opportunity to indicate who they are pink for by sharing their breast cancer story on the company’s Facebook page (www.facebook.com/unitedwesttexas). United Supermarkets, LLC, will make a \$5 donation for each story - up to \$10,000 - toward breast cancer research and awareness.

At United, we are motivated to help raise awareness and funds together with our partners and guests for a great cause, said Shelby Crews, community relations manager for United Supermarkets, LLC. I am inspired when reading how our guests have been impacted by breast cancer, because it reminds us who we are working to help and provides a platform for guests to share their stories of courage.

For more information regarding United Supermarkets’ commitment to community involvement, visit www.unitedtexas.com/our-community.

About United Supermarkets

Now in its 96th year of operation, [United Supermarkets, LLC](http://www.unitedtexas.com), 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](http://www.unitedtexas.com), [Market Street](http://www.unitedtexas.com), [Amigos](http://www.unitedtexas.com) and United Express. The company’s 52nd store - a fourth-generation Market Street location - is currently under construction in Lubbock.