



Media Contacts:

Eddie Owens, Director of Communications/PR
O: 806.788.4863 C: 806.928.0462

eowens@unitedtexas.com

Kerri Fulks, Public Relations Support
972.499.6617; kerri.fulks@hck2.com

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Market Street to Participate in Souper Bowl of Caring to Benefit Local Food Banks

(DALLAS) – [Market Street](#) locations in the Dallas/Fort Worth area are participating in the national Souper Bowl of Caring campaign to garner donations of cash and food for local food banks.

The annual event kicked off at a pep rally in Ft. Worth on Tuesday. Souper Bowl for Caring is a collaborative, nationwide effort of retailers, NFL teams, congregations, schools and individuals working together to eliminate hunger. The 2013 goal for Dallas/Fort Worth is \$1.5 million in cash and food, all of which will benefit the [North Texas Food Bank](#) and [Tarrant Area Food Bank](#).

“We are excited to unite with other local grocery stores to help fight hunger in our community and provide supplies for hunger-relief agencies across the metroplex,” said Shelby Crews, community relations manager for Market Street. “Last year, we saw an incredibly generous outpouring from our Guests wanting to help those suffering in poverty around them. We hope this year’s outcome will be even greater.”

To simplify the donation process, Market Street is selling \$8 pre-packaged bags of food and scan tags of \$1 or more at the check stands.

Hundreds of schools, churches and local businesses across the state will participate to tackle hunger in their local communities. The campaign runs through Super Bowl Sunday, Feb. 3. Since Souper Bowl of Caring began in 1990, volunteers have collected more than \$81 million in cash and food, with 100 percent of all donations going directly to community food banks, soup kitchens or other charities chosen by each group. To learn more about Souper Bowl of Caring and view live results, visit www.tacklehunger.org/dfw.

About Market Street

Market Street is a unique shopping experience that combines everyday grocery shopping needs with the unique specialty items, whole-health products and chef-prepared foods that shoppers want. [Market Street locations](#) can be found in Allen, Amarillo, Colleyville, Coppell, Frisco, Lubbock (3), McKinney, Plano and Wichita Falls.

About United Supermarkets

Now in its 96th 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.