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United Supermarkets Helps Fund March of Dimes Research, Offers Guests Donation Option to Save Lives

Texas grocery chain to raise funds and awareness to support healthy full-term pregnancies

(LUBBOCK, Texas) – [United Supermarkets](#), LLC (United) today launched a scan tag promotion to benefit [March of Dimes](#), an organization with a mission to prevent birth defects, premature births and infant mortality. From April 17 to 27, store guests can participate by adding a donation to their grocery bill at checkout.

“Preterm birth is the leading cause of newborn death in the United States, which is why we are partnering to raise funds for March of Dimes,” said Shelby Crews, community relations manager for United. “We hope to help them reach their goal of decreasing the national premature birthrate to 9.6 percent before 2020 and are honored to be part of something that saves lives.”

Participating stores include all United Supermarkets, Market Street and Amigos locations in West Texas and the Dallas- Fort Worth area. Guests are encouraged to write their name on purchased scan tags and post them throughout the stores.

To find your local March of Dimes chapter or for more information, please visit MarchOfDimes.com/Texas.

About United Supermarkets

Now in its 97th 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 and United Express.

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Tweet it: Preterm birth is the leading cause of newborn death in the U.S. Save a baby's life @UnitedWestTexas. #MarchOfDimes