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United Supermarkets to Support Generation TX, Encourage Texas Youth to Pursue Higher Education

(LUBBOCK, Texas) – To encourage Texas high school students preparing for college, [United Supermarkets, LLC](#) (United) is partnering for the second year in a row with [Generation TX](#) to celebrate College Signing Day on Friday, May 3. College Signing Day is a statewide event that aims to increase awareness about preparing for college and the importance of earning a two- or four-year degree.

On College Signing Day, all United Supermarkets, Market Street and Amigos locations in Lubbock will provide literature in store break rooms to encourage high school age team members to pursue a college degree. Additionally, materials regarding college and career readiness will be offered to the public, and all United team members will be wearing apparel representing their favorite college.

“Our younger team members’ pursuit of education and self improvement is an inspiration to all United team members, and we’re proud to help them prepare for the next steps in their educational journey,” said Shelby Crews, community relations manager for United. “Partnering with Generation TX will help spread the message of how important it is to earn to a college degree, and how with the right tools and support in place, college can become a reality for the youth of Texas.”

Generation TX is a [Texas Higher Education Coordinating Board](#) initiative that aims to connect young people with the information and steps they need to apply for college, including admissions processes, preparatory courses and financial aid. Through statewide initiatives, including College Signing Day, college workshops and hands-on financial aid seminars, Generation TX hopes to relay the importance of higher education to all high school students.

About United Supermarkets, LLC

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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About Generation TX

Generation TX is a project of the [Texas Higher Education Coordinating Board \(THECB\)](#) with initial funding provided through a federal College Access Challenge Grant. Generation TX launched in October 2010 in San Antonio and Fort Worth and will be expanding across all of Texas.

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Tweet it: Celebrate #CollegeSigningDay with @GenerationTexas by wearing your favorite college gear at Lubbock @UnitedWestTexas and @MarketStreet today