



Media Contacts:

Eddie Owens, MA, APR
Director, Communications and PR
O: 806.788.4863 C: 806.928.0462
eowens@unitedtexas.com

Kerri Fulks
PR Support
O: 972.499.6617 C: 214.549.9837
kerri.fulks@hck2.com

**MEDIA ALERT ~ PHOTO OPPORTUNITY
FOR IMMEDIATE RELEASE – September 16, 2013**

**Rodeo Cowboys to Give Away Tickets and Sign
Autographs at United Supermarkets**
Cowboys will greet store guests on the eve of the Tri-State Fair & Rodeo

(AMARILLO, Texas) – On Wednesday, Sept. 18, the [United Supermarkets](#) locations at **3400 River Road** and **45th & Bell** will host Professional Rodeo Cowboy Association (PRCA) cowboys, who will greet store guests, give away free rodeo tickets and sign autographs.

WHAT: Three to four PRCA cowboys, showcased in the Tri-State Fair & Rodeo Sept 18-19, will be at each United location to give away free rodeo tickets while greeting guests, signing autographs and taking photos.

WHEN: Wednesday, Sept. 18, 2013
2 - 5 p.m.

WHERE: United Supermarkets
3400 River Road
Amarillo, TX 79107
(Click [here](#) for map)

United Supermarkets
45th & Bell
Amarillo, TX 79109

MEDIA: Visuals will include the PRCA cowboys greeting store guests, signing autographs and giving away free tickets.

For photo/filming opportunities and interviews with United Supermarkets representatives, please contact:

Eddie Owens at 806.928.0462 or email at eowens@unitedtexas.com
Kerri Fulks at 972-499-6617 or email at kerri.fulks@hck2.com

About The United Family™

Now in its 97th year of operation, United Supermarkets, LLC, d.b.a. The United Family™, is a Texas-based 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, The United Family currently operates 50 traditional, specialty and Hispanic grocery stores under three unique banners, [United Supermarkets](#), [Market Street](#), and [Amigos, along with](#) 7 convenience stores and 26 fuel centers under its United Express banner. United also operates two divisions, R.C. Taylor Distributing and Praters, and one wholly owned subsidiary, Llano Logistics, which operates the company's two distribution centers in Lubbock and Roanoke, Texas. For more information, please visit: www.unitedtexas.com.