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## **United Supermarkets and Mrs Baird's Bread<sup>®</sup> Announce October Teachers On The Rise Winners**

**(LUBBOCK, Texas)** – Today, [United Supermarkets, LLC](#) (United) and [Mrs Baird's Bread<sup>®</sup>](#) announced the October recipients of the second annual Teachers On The Rise program. Since the launch in early September, nominations have poured in from students on the South Plains explaining why their teachers deserve this special recognition.

The three October winners are **Latasha Dickerson** of Rise Academy (independent charter school in Lubbock), **Charlotte Watson** of Evan Middle School (Lubbock ISD) and **Charles Tabor** of Olton High School (Olton ISD).

"We are thrilled to honor three exceptional teachers who have contributed to our community in such a profound way," said Shelby Crews, community relations manager for United. "The Teachers On The Rise program serves to continuously remind our teachers of the tremendous impact they have on their students."

To nominate a teacher, students can log onto [www.MrsBTeacher.com](http://www.MrsBTeacher.com) to fill out a brief entry on why their teacher(s) deserve special recognition. Winning teachers receive a \$100 United Supermarkets/Market Street/Amigos gift card and a \$100 VISA gift card. The student who nominates a winning teacher also receives a \$50 VISA gift card. New nominations are accepted every month.

"We want our teachers to know how appreciated they truly are for their hard work and dedication," said Jerry Cureton, sales director for Mrs Baird's. "Nominations are now coming in at higher volumes than ever before and we are moved to hear about these teachers' incredible passion for their students."

Three more South Plains teachers – one elementary, middle school/junior high and high school – will be named Teachers On The Rise in November and every month this school year.

Teachers On The Rise is also sponsored by the Texas Classroom Teachers Association, KAMC-TV, 102.5 KISS-FM and News Talk 790 KFYO. Follow the Teachers On The Rise Program throughout the school year, including the latest monthly winners on the Mrs Baird's and United Supermarkets Facebook pages: [www.facebook.com/mrsbairds](http://www.facebook.com/mrsbairds) and [www.facebook.com/unitedwesttexas](http://www.facebook.com/unitedwesttexas).

**About Mrs Baird's**

Mrs Baird's is produced by Bimbo Bakeries USA (BBU). A leader in the baking industry, BBU is known for its category leading brands, innovative products, freshness and quality. Our team of more than 28,000 U.S. associates operates 75 manufacturing locations in the United States and 13,500 distribution routes delivering our leading brands such as Arnold®, Bimbo®, Boboli®, Brownberry®, Entenmann's®, Francisco®, Freihofer's®, Heiners®, Marinela®, Oroweat®, Sara Lee®, Stroehmann®, Thomas'®, and Tia Rosa.®

**About United Supermarkets, LLC**

Now in its 97<sup>th</sup> year of operation, United Supermarkets, LLC, 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, United currently operates 57 stores under four unique brands: [United Supermarkets](#), [Market Street](#), [Amigos](#) and United Express, along with subsidiary operations R.C. Taylor Distributing, Praters and Llano Logistics. For more information, please visit: [www.unitedtexas.com](http://www.unitedtexas.com).

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