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United Supermarkets, Salvation Army, U.S. Marine Corps Officially Launch 2013 Toys for Tots Campaign

(LUBBOCK, Texas) – United Supermarkets today joined the United States Marine Corps Reserve and The Salvation Army as partners in the annual Toys for Tots campaign to provide toys to economically disadvantaged children at Christmas. This year's campaign got underway with a special kickoff event at United Supermarkets' vacated retail location at 5001 Marsha Sharp Freeway.

The occasion also marked the official beginning of the organizations' annual Angel Tree program, which gives holiday shoppers the opportunity to adopt a child for the holidays and purchase gifts for that individual.

The former United location, near the corner of 29th Drive and Marsha Sharp Freeway, will serve as the toy drop-off and distribution headquarters for this year's drive, which runs now through Dec. 1.

The sponsoring organizations expect to provide assistance to more than 6,000 children between the two programs this year.

Texas Tech University head football coach Kliff Kingsbury made the first official donation at today's event when he placed a football in the bin. Youngsters from the Little Texas Volunteer Program quickly followed with donations of their own.

In addition, United Supermarkets CEO Robert Taylor presented a \$2,500 check on behalf of the company to help get this year's effort underway.

"Toys for Tots is a wonderful campaign each year, and our company is excited to be a partner in such a worthy cause this time around," Taylor said. "We owe a huge debt of gratitude to the Salvation Army and Marine Corps Reserve for leading this effort to make Christmas a little more enjoyable for thousands of Lubbock area children."

During this year's campaign, participants may drop off new, unwrapped toys at The Salvation Army, 1111 16th St. in downtown Lubbock, or at any location of United Supermarkets, Market Street and Amigos in Lubbock, Brownfield, Lamesa, Levelland, Littlefield, Muleshoe, Plainview, Post and Slaton.

“We are thrilled beyond expression for our new partnerships as we approach the holiday season,” said Major Tim Crider of The Salvation Army Lubbock. “This will be our second year teaming with the Marine Corps' Toys for Tots program, and what a benefit it was working together last year. The impact of United Supermarkets' joining the partnership this year is beyond measurement. We pray these partnerships, and the support of the community, will provide another successful effort in helping those in need.”

Also in support of this year's drive, the U.S. Marine Corps Reserve will host a Combat Fitness Challenge and Carnival Nov. 2 from 11 a.m. to 3 p.m. on the north lawn of the Lubbock Memorial Civic Center.

About The Salvation Army

The Salvation Army, an evangelical part of the universal Christian church established in London in 1865, has been supporting those in need in His name without discrimination for 130 years in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. Eighty-two cents of every dollar spent is used to support those services.

About United Supermarkets, LLC

Now in its 97th 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.

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