



**Media Contact:**

**Eddie Owens, MA, APR**

Director, Communications and Public Relations

O: 806.788.4863 C: 806.928.0462

[eowens@unitedtexas.com](mailto:eowens@unitedtexas.com)

**FOR IMMEDIATE RELEASE – Nov.12, 2013**

## **United Supermarkets Raises More Than \$30,000 to Support Breast Cancer Awareness Through “Pink Tuesdays”**

(LUBBOCK, Texas) – [United Supermarkets, LLC](#) (United) today announced it raised \$30,672 through its “Pink Tuesdays” promotion to support and raise awareness for breast cancer research. The money will be donated to American Cancer Society chapters in Abilene, Amarillo, Dallas/Fort Worth, Lubbock and Wichita Falls.

On Tuesdays during October, United donated \$1 for every guest who wore pink and made a purchase of \$10 or more. Guests were also able to purchase pink reusable shopping bags for \$2 each, with \$1 from each sale also going to the cause.

“We are proud to announce the American Cancer Society will benefit from the results of our Pink Tuesdays campaign to support breast health and cancer research,” said Shelby Crews, community relations manager for United Supermarkets, LLC. “An overwhelming number of guests visited stores on Tuesdays proudly wearing pink and, in turn, have made a true impact on the mission to find a cure for this disease.”

Participating stores included all 50 locations of [United Supermarkets](#), [Market Street](#) and [Amigos](#) across West Texas and Dallas/Fort Worth.

For more information regarding United Supermarket’s commitment to community involvement, visit <http://unitedsupermarkets.com/pinkforyou>.

### **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).

***Tweet it:*** @UnitedWestTexas raised more than \$30,000 through Pink Tuesdays to help fight breast cancer! #cure

###