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DFW Market Street Locations to Participate in Souper Bowl of Caring to Benefit Local Food Banks

(DALLAS) – For the seventh consecutive year, [Market Street](#) locations in the Dallas/Fort Worth area are participating in the national Souper Bowl of Caring campaign to collect financial and food donations for local food banks.

The annual event kicked off on January 17 at a pep rally at Bryant Elementary School in Arlington. Souper Bowl of Caring is a collaborative, nationwide effort of retailers, NFL teams, congregations, schools and individuals working together to eliminate hunger. The 2014 goal for Dallas/Fort Worth is to raise \$1.3 million in cash and food to benefit the [North Texas Food Bank](#) and [Tarrant Area Food Bank](#). Together, these food banks serve 25 counties and more than 550 hunger-relief agencies in the DFW area.

“Souper Bowl of Caring is a wonderful opportunity for us to connect with our communities in a meaningful way, which has been a fundamental commitment of our company throughout its 97-year history,” said Kurt McMillan, regional vice president of United Supermarkets, LLC. “In this highly competitive industry, it is heartwarming to see our fellow grocery retailers again join together to help ease the growing burden of food insecurity. All seven of our DFW area Market Street locations are committed to mobilizing our team members and store guests in order to make the 2014 campaign the best ever.”

To simplify the donation process, Market Street is selling \$8 pre-packaged bags of food which can be purchased at checkout.

Hundreds of schools, churches and local businesses across the state will participate to tackle hunger in their local communities. The campaign runs through Super Bowl Sunday, Feb. 2. Since Souper Bowl of Caring was founded in 1990, volunteers have collected more than \$90 million in cash and food, with 100 percent of all donations going directly to community food banks, soup kitchens or other charities chosen by each group. To learn more about Souper Bowl of Caring and view live results, visit <http://www.souperbowl.org/hubs/dfwtx>.

About Market Street®

Market Street® is a unique and inspiring shopping experience – the place to go for people who care about food, who want a healthier lifestyle, and who are open to fresh new food ideas. It’s the place “where everyday meets gourmet” – where guests can bring many shopping lists to one store. Market Street locations can be found in Allen, Amarillo, Colleyville, Coppell, Flower Mound, Frisco, Lubbock (3), McKinney, Plano and Wichita Falls.

About United Supermarkets, LLC

Now in its 97th year of operation, United Supermarkets, LLC, is a Texas-based grocery chain with stores in 31 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 58 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. The company is a wholly-owned subsidiary of Albertson's LLC. For more information, please visit: www.unitedtexas.com.

Tweet it: Fight hunger by making a donation to @souperbowl of Caring at any #DFW @MarketStreet_TX from now until Feb. 2.

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