



FOR IMMEDIATE RELEASE: January 8, 2024

The United Family joins forces with local organizations to raise awareness of human trafficking, kick off Texas Blue Sand Project

LUBBOCK, Texas — On Thursday, The United Family joined local organizations One Voice Home, Voice of Hope and Open Door to once again kick off the Texas Blue Sand Project and bring awareness to the issue of human trafficking on the South Plains. January is Human Trafficking Awareness Month.

This will be the fourth year that The United Family has joined these local organizations in promoting the Texas Blue Sand Project, an initiative developed by the Texas Attorney General's Office to bring awareness to the issue of human trafficking by spreading blue sand in the cracks of sidewalks. The blue sand in the cracks of sidewalks represents how communities can prevent victims from falling through the cracks by raising awareness and education.

In addition, The United Family is joining the effort by continuing a sticker campaign to help raise awareness while also providing a lifeline to victims. The stickers will be placed in the bathroom of every store and fuel station across The United Family's area of operation. It will include both a hotline number for victims to call and a number to text.

"Oftentimes, people across our community see human trafficking as a problem that only happens in other parts of the world, but in reality, it also happens right here in Lubbock and across the region," said Angelos Lambis, director of fuel & convenience for The United Family. "Participating in the Texas Blue Sand Project and putting up these stickers are examples of something we can do to help. We are proud to continue our partnership with these organizations to do our part in raising awareness."

While supplies last, guests will find free packets of blue sand at all United Express locations across Lubbock. On January 26, community members are asked to join in and spread the blue sand in the cracks of sidewalks across their communities. Community members can share a picture on social media with #TXBlueSandProject.

"We are so thankful to the United Family for their ongoing partnership as we continue to support survivors in the community," said Matt Duenes, with Voice of Hope. "We hope everyone joins us on January 26 as we participate in the Texas Blue Sand Project."

One Voice Home, Voice of Hope, and Open Door are organizations in the Lubbock community that work together to provide help for survivors of sex trafficking and sexual assault. While human trafficking can seem like a distant problem, it happens everywhere, including in West Texas.

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About The United Family

In its 107th year of operation, United Supermarkets, LLC – d.b.a. The United Family® – is a Texas-based grocery chain with stores in 54 communities in Texas and New Mexico. A self-distributing company with headquarters and distribution centers in Lubbock, The United Family currently operates 98 stores under five unique banners: United Supermarkets, Market Street, Amigos, Albertsons Market and United Express, along with ancillary operations R.C. Taylor Distributing, USM Manufacturing, United Food and Beverage Services and Llano Logistics. The company is a wholly-owned subsidiary of Albertsons Companies, Inc. For more information, please visit www.theunitedfamily.com.