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United Supermarkets kicks off donate-at-the-register campaign for March of Dimes

LUBBOCK, Texas — On Monday, United Supermarkets kicked off a donate-at-the-register fundraising campaign for March of Dimes with a ribbon-cutting and ceremonial first donation. Running from now through May 30, the campaign will take place in all Lubbock and Abilene store locations.

As in past campaigns, guests will have the opportunity to donate any dollar amount by adding it to their grocery bill at checkout. All funds raised during the campaign will stay in the area where they were donated.

March of Dimes is a non-profit organization dedicated to improving the health of mothers and babies regardless of their circumstances. Through research, programs, and advocacy, March of Dimes strives to be there for parents throughout their pregnancies.

"We are thrilled to be able to give our guests an opportunity to support this important organization," said Abie Rampy, director of public relations for The United Family. "The work March of Dimes does for our communities is so invaluable. The money raised during this campaign will go to fund the lifesaving mission of the March of Dimes, having a direct impact on families right here."

"We are incredibly grateful to The United Family and their guests for their support this year," said Delia Case, executive director of market impact, March of Dimes West Texas Market. "The funds raised through this campaign will help support our mothers and babies across West Texas as we work to identify and address their most urgent needs. The West Texas community consistently comes together in times of need, and with the rising rates of maternal and infant mortality, it is crucial that we unite in our goal to create a brighter future for all families."

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About The United Family®

In its 109th year of operation, United Supermarkets, LLC – d.b.a. The United Family® – is a Texas-based grocery chain with stores in 54 communities across Texas and New Mexico. A self-distributing company with headquarters and distribution centers in Lubbock, The United Family currently operates 100 retail grocery stores under four unique banners: United Supermarkets, Market Street, Amigos, and Albertsons Market. It also operates 40 convenience stores under three unique banners: United Express, Market Street Express, and Albertsons Market Express. The United Family also includes ancillary operations R.C. Taylor Distributing, USM Manufacturing, and Llano Logistics. The company is a wholly-owned subsidiary of Albertsons Companies, Inc. For more information, please visit www.theunitedfamily.com.