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The United Family launches annual “Aisles of Smiles” campaign to help fight Muscular Dystrophy

LUBBOCK, Texas — Throughout the month of September, all United Family locations across Texas and New Mexico will begin raising funds and spreading awareness about muscular dystrophy, ALS, and related neuromuscular diseases during the annual MDA Aisles of Smiles program to benefit the Muscular Dystrophy Association (MDA).

From September 9 to September 22, guests of United Supermarkets, Market Street, Albertsons Market and Amigos can add any dollar amount to their grocery bill during a 14-day donate-at-the-register campaign, where all proceeds will directly benefit the MDA.

Also, as part of the Aisles of Smiles campaign, guests have the opportunity to purchase qualifying products marked with Aisles of Smiles tags across the store. A portion of the sale on these specific products will go to support MDA’s research on treatments and cure for muscular dystrophy as well as other neuromuscular diseases. The funds raised will go to support people and families in the area where they were raised.

“This is such a cool opportunity for us and our guests to help support MDA’s research all by purchasing the things we use every day or by donating at the register,” said Chris James, COO of The United Family. “The Aisles of Smiles campaign makes a profound impact on so many people. We hope our guests will be on the look out for the special tags around the stores as they shop.”

“We are extremely appreciative and humbled by the level of support the Ailes of Smiles promotion receives from The United Family of stores and their guests,” said Tom Barnett, with Acosta. “It’s gratifying to know people in the marketplace care to make a difference for MDA.”

The MDA was started in 1950 by a group of people looking to better the lives of those who deal with the neuromuscular condition. To this day, the organization continues to pursue the promise to free families from the life-threatening effects of muscular dystrophy and other muscle-debilitating diseases.

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About The United Family®

In its 108th 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 99 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.