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The United Family launches campaign to raise funds for Roswell flooding relief efforts

ROSWELL, N.M. — On Friday, The United Family launched a new donate-at-the-register campaign to raise funds for disaster relief following the devastating impacts of severe flooding in the community of Roswell, New Mexico. To kick off the campaign, The United Family provided a lead gift of \$10,000.

The donate-at-the-register campaign will run from October 25 through October 31. All proceeds raised will go to benefit recovery efforts in Roswell. As with past campaigns, guests will have the opportunity to add a donation amount to their grocery bill while checking out. If not prompted by a cashier, guests can always ask to make a donation.

The community of Roswell was subjected to intense flash flooding after six inches of rain fell in just five hours on Saturday, October 19. The storm left two dead, dozens injured, and hundreds in need of rescue from the flood waters. The storm's devastating impact caused the governor of New Mexico to declare a state of emergency for Chaves County.

"As more images and information come out of Roswell, we continue to be heartbroken by the impact of this storm," said Sidney Hopper, president of The United Family. "We have been part of the community for a long time and know it needs our support now more than ever. We hope this campaign will allow us and our guests across the region to provide help to our neighbors who desperately need it. I also want to thank the first responders and national guardsmen on duty who worked to rescue and protect the community and our team members."

The fundraising campaign will run in select Albertsons Markets, United Supermarkets, Market Street, Amigos, United Express and Albertsons Market Express locations across West Texas and Eastern New Mexico. Check with local store teams for more information.

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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 across Texas and New Mexico. A self-distributing company with headquarters and distribution centers in Lubbock, The United Family currently operates 99 retail grocery stores under four unique banners: United Supermarkets, Market Street, Amigos, and Albertsons Market. It also operates 39 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.