

**FOR IMMEDIATE RELEASE: January 2, 2026**

## **The United Family launches 28 Day Challenge to help guests on wellness journey in the new year**

*Savings and prizes are up for grabs, including four \$500 grand prizes*

LUBBOCK, Texas — With the start of the new year, The United Family has once again launched its 28-Day Challenge, a month of savings and prizes for guests as they begin their wellness journeys in 2026. Guests of United Supermarkets, Market Street, Amigos, and Albertsons Market will have a chance to win grand prizes of \$500.

The United Family is ready to help guests embrace a lifestyle of mindful choices, nourishing their minds and body. Through an interactive list of challenges linked to guests' Rewards! accounts, the health and wellness team wants to assist guests in making realistic goals, prioritizing self-care, and cultivating positive habits.

"This 28-Day Challenge is all about giving guests an opportunity to get their 2026 wellness journey started on the right foot," said Brenda Garcia, health and wellness manager and registered dietitian for The United Family. "When guests sign up, they can participate in daily challenges that help introduce and reinforce positive lifestyle habits. Each challenge they complete rewards them with entries for our grand prize of \$500!"

These daily challenges include learning how to track progress, power up breakfast, boost fiber intake, and more. In addition, guests will find activities, articles and a variety of other content to give them the tools they need for success.

"So many of us have the desire to use the new year as a catalyst for positive change in our lives," Garcia said. "And we know that knowing where or how to start can be difficult. We hope this 28-Day Challenge will connect guests with tools to start their wellness journey or help keep them on track with what they've already started."

For more information or to sign up for the challenge, guests can visit these links below, depending on their store of choice:

- [United Supermarkets](#)
- [Market Street](#)
- [Albertsons Market](#)
- [Amigos](#)

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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 99 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](http://www.theunitedfamily.com).