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United Supermarkets & Cheez-It® partner to donate \$10,000 to area teachers as part of the Extra Yard for Teachers initiative

LUBBOCK, Texas — On Wednesday, United Supermarkets and Cheez-It® teamed up to support the College Football Playoff (CFP) Foundation's Extra Yard for Teachers initiative to give back to educators across the South Plains to ensure teachers have the tools they need in their classrooms. The two companies presented \$10,000 worth of grant funding to nearly two dozen educators from across the region, with grants ranging from approx. \$200 to \$900.

The CFP Foundation is the largest sports entity dedicated to inspiring and empowering teachers. This partnership aims to recognize teachers who have their students excited about school. The donation will support various classroom projects through [DonorsChoose](#).

United Supermarkets partners with Kellanova and its various brands throughout the year to give back to communities across Texas and New Mexico. The funds support everything from education to hunger.

"We are so thankful for the opportunity to work with Kellanova and its brands like Cheez-It® to make a difference in our communities," said Sidney Hopper, president of United Supermarkets. "Supporting education by supporting our teachers is foundational to helping our communities thrive. We hope these funds allow teachers and students across the area to have success for many years to come."

This donation is part of the third iteration of a national partnership between Cheez-It and the CFP Foundation. Overall, Cheez-It is donating hundreds of thousands of dollars to the Extra Yard for Teachers initiative.

"Cheez-It is thrilled to partner with the College Football Playoff Foundation and Extra Yard for Teachers to give back to educators who truly elevate the teaching profession," said Cara Tragseiler, Senior Brand Director of Brand Marketing for Cheez-It. "It's an honor to give back to the people who have made such an indelible mark on their students and communities."

This program is just one of the ways Kellanova and its brands are bringing its Better Days™ Promise strategy to life, which aims to create #BetterDays for 4 billion people by the end of 2030.

Schools Receiving Grants:

- Bennett Elementary
- Wolffarth Elementary
- Smith Elementary
- Whiteface Elementary
- Wilson School
- Joan Y Ervin Elementary

- Irons Middle School
- McKenzie Middle School
- Oak Ridge Elementary
- Ridgewood Elementary
- Anita Carmona-Harrison Elementary School
- Loraine School
- Roosevelt Elementary
- McWhorter Elementary

Media Contacts:

Joey Marcades

Communications Manager

C: 806.281.8078

joseph.marcades@theunitedfamily.com

Abie Rampy

Director of Public Relations

C: 806.438.1194

abie.rampy@theunitedfamily.com

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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.

About Kellanova

Kellanova (NYSE: [K](#)) is a leader in global snacking, international cereal and noodles, and North America frozen foods with a legacy stretching back more than 100 years. Powered by differentiated brands including *Pringles®*, *Cheez-It®*, *Pop-Tarts®*, *Kellogg's® Rice Krispies Treats®*, *RXBAR®*, *Eggo®*, *MorningStar Farms®*, *Special K®*, *Coco Pops®*, and more, Kellanova's vision is to become the world's best-performing snacks-led powerhouse, unleashing the full potential of our differentiated brands and our passionate people. Our net sales for 2023 were \$13 billion.

At Kellanova, our purpose is to create better days and ensure everyone has a seat at the table through our trusted food brands. We are committed to promoting sustainable and equitable food access by tackling the crossroads of hunger, sustainability, well-being, and equity, diversity & inclusion. Our goal is to create Better Days for 4 billion people by the end of 2030 (from a 2015 baseline). For more detailed information about our commitments, approach to achieving these goals, and our methodology, please visit our website at <https://www.kellanova.com>.

About the College Football Playoff Foundation

The College Football Playoff (CFP) Foundation is the 501(c)3 non-profit organization serving as the community engagement arm of the College Football Playoff and works in partnership with institutions of higher education, sports organizations, corporations, and non-profits to support educators and improve student outcomes. The purpose of the CFP Foundation lies in supporting PK-12 education by elevating the teaching profession. The CFP Foundation inspires and empowers educators by focusing its work in four areas: recognition, resources, recruitment and retention, and professional development. To learn more, visit cfp-foundation.org and follow Extra Yard for Teachers (@CFPEXtraYard) on social media.