



GIVE BACK WHERE IT COUNTS REUSABLE BAG PROGRAM

Sample Press Release



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FOR IMMEDIATE RELEASE: *[Name of organization]* *[Name, phone & email]*

[Name of organization] Celebrates Selection as a Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag Program Beneficiary

[City, State] – *[Name of organization]* has been selected as a beneficiary of the Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag Program for the month of *[month]*.

The Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag Program, which launched in March 2019, is a reusable bag program that facilitates community support with the goal to make a difference in the communities where shoppers live and work.

[Name of organization] was selected as the *[month]* beneficiary of the program by store leadership at the Shaw's located at *[location]*. *[Name of organization]* will receive a \$1 donation every time the \$3.00 GIVE BACK WHERE IT COUNTS Reusable Bag is purchased at this location during *[month]*, unless otherwise directed by the customer through the Giving Tag attached to the bag.

“*[1-2 sentence quote reflecting excitement about being chosen]*,” said *[name]*, Executive Director of *[name of organization]*. “*[Short quote on how this donation will help you fulfill mission]*.”

[Name of organization] is a nonprofit based in *[city, state]*. Founded in *[year]*, *[name of organization]* has *[describe efforts in the community]*. Learn more about *[name of organization]* by visiting *[website]*.

For more information on the Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag Program, visit shaws.2givelocal.com.



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