



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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