



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]* has been selected as April's Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag Program beneficiary.**

[City, State] – For the entire month of April, store leadership at Shaw's *[location]* location has selected *[Name of organization]* to receive a \$1 donation from every purchase of the \$3.00 Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag.

The GIVE BACK Bag Program facilitates community support with the goal to make a difference in the vicinities where shoppers live and work. More than \$300,000 has been donated to over 2,800 local nonprofits since the Program launched in March 2019.

“*[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 Bag Program, visit shaws.2givelocal.com.



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