



GIVE BACK WHERE IT COUNTS REUSABLE BAG PROGRAM

# Sample Press Release



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

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***[Name of organization]* has been selected as May's Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag Program beneficiary.**

*[City, State]* – For the entire month of May, 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](https://shaws.2givelocal.com).



[shaws.2givelocal.com](https://shaws.2givelocal.com)