

**COMMUNITY 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 Big Y Community Bag Program Beneficiary

[*City, State*] – [*Name of organization*] has been selected as a beneficiary of the Big Y Community Bag Program for the month of [*month*].

The Big Y Community Bag Program, which launched in January 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 Big Y located at [*location*]. [*Name of organization*] will receive a $1 donation every time the $2.50 reusable Community 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 Big Y Community Bag Program, visit [bigy.2givelocal.com](https://bigy.2givelocal.com/).

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