

**GIVING TAG PROGRAM**

Sample Press Release

[**DOWNLOAD IMAGES**](https://bigy.2givelocal.com/resources/giving-tag-image-bank/)

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

[*Name of your organization*] Participating in Big Y Giving Tag Program

[*City, State*] – [*Name of your organization*], a nonprofit committed to [*description of organization*], has begun generating donations through the Big Y Giving Tag Program.

The Big Y Giving Tag 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.

When a shopper purchases the $2.50 reusable Community Bag at any Big Y store, they have the opportunity to direct a $1 donation to a local nonprofit by using the attached Giving Tag. [*Name of organization*] has already begun generating donations through the use of the Giving Tag.

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

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

For more information on the Big Y Giving Tag Program, visit [bigy.2givelocal.com](https://bigy.2givelocal.com/).

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