



GIVING TAG PROGRAM

Sample Press Release



[DOWNLOAD IMAGES](#)

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.



bigy.2givelocal.com