



GIVING TAG PROGRAM

Sample Press Release



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

[Name of your organization] Participating in Giving Tag Program

[City, State] – *[Name of your organization]*, a nonprofit committed to *[description of organization]*, has begun generating donations through the Giving Tag Program at Winn-Dixie, Fresco y Más and Harveys.

The Giving Tag Program, which launched in February 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 \$2.99 reusable Community Bag at any Winn-Dixie, Fresco y Más or Harveys 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 Giving Tag Program, visit seg.2givelocal.com.



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