COMMUNITY BAG PROGRAM

Sample Press Release

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

[*Name of organization*] has been selected as March's Fresco y Más Community Bag Program beneficiary.

[*City, State*] – For the entire month of March, store leadership at Fresco y Más's [*location*] location has selected [*Name of organization*] to receive a $1 donation from every purchase of the $2.99 Fresco y Más Community Bag.

The Community Bag Program facilitates community support with the goal to make a difference in the vicinities where shoppers live and work. More than $430,000 has been donated to over 9,000 local nonprofits since the Program launched in February 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 Fresco y Más Community Bag Program, visit seg.2givelocal.com.

FRESCO y Más

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