



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 April's Winn-Dixie Community Bag Program beneficiary.

[City, State] – For the entire month of April, store leadership at Winn-Dixie's [location] location has selected [Name of organization] to receive a \$1 donation from every purchase of the \$2.99 Winn-Dixie 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 Winn-Dixie Community Bag Program, visit seg.2givelocal.com.

Winn✓Dixie

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