

## **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 May's Fresco y Más Community Bag Program beneficiary.

[City, State] – For the entire month of May, 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.



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