

**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 Winn-Dixie Community Bag Program beneficiary.**

[*City, State*] – For the entire month of May, 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](https://seg.2givelocal.com/).

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