**GIVE BACK WHERE IT COUNTS REUSABLE BAG PROGRAM**

Sample Press Release

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

[*Name of organization*] Celebrates Selection as an ACME GIVE BACK WHERE IT COUNTS Reusable Bag Program Beneficiary

[*City, State*] – [*Name of organization*] has been selected as a beneficiary of the ACME GIVE BACK WHERE IT COUNTS Reusable Bag Program for the month of [*month*].

The ACME GIVE BACK WHERE IT COUNTS Reusable Bag Program, which launched in August 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.

[*Name of organization*] was selected as the [*month*] beneficiary of the program by store leadership at the ACME located at [*location*]. [*Name of organization*] will receive a $1 donation every time the $3.00 reusable GIVE BACK WHERE IT COUNTS Reusable Bag is purchased at this location during [*month*], unless otherwise directed by the customer through the Giving Tag attached to the bag.

“[*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 ACME GIVE BACK WHERE IT COUNTS Reusable Bag Program, visit [acme.2givelocal.com](https://acme.2givelocal.com/).



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