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

Sample Press Release

[**DOWNLOAD IMAGES**](https://acme.2givelocal.com/resources/bag-program-image-bank/)

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

**[*Name of organization*] has been selected as [*month*]’s ACME GIVE BACK WHERE IT COUNTS Reusable Bag Program beneficiary.**

[*City, State*] – For the entire month of [*month*], store leadership at ACME’s [*location*] location has selected [*Name of organization*] to receive a $1 donation from every purchase of the $3.00 ACME GIVE BACK WHERE IT COUNTS Reusable Bag.

The GIVE BACK Bag Program facilitates community support with the goal to make a difference in the vicinities where shoppers live and work. More than $150,000 has been donated to over 2,100 local nonprofits since the Program launched in August 2019.

“[*1-2 sentence quote reflecting excitement about being chosen*],” said [*name*], Executive Director of [*name of organization*]. “[S*hort 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 Bag Program, visit acme.2givelocal.com



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