



GIVE BACK WHERE IT COUNTS REUSABLE BAG PROGRAM

# Sample Press Release



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

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***[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]*. *"[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 Bag Program, visit [acme.2givelocal.com](http://acme.2givelocal.com)

**ACME**

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