



HANNAFORD COMMUNITY BAG PROGRAM

# Sample Press Release



DOWNLOAD IMAGES

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

---

*[Name of organization]* Celebrates Selection as a Hannaford Community Bag Program Beneficiary

*[City, State]* – *[Name of organization]* has been selected as a beneficiary of the Hannaford Community Bag Program for the month of *[month]*.

The Hannaford Community Bag Program, which launched in October 2015, 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 Hannaford located at *[location]*. *[Name of organization]* will receive a \$1 donation every time the \$2.50 Hannaford Community 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 Hannaford Community Bag Program, visit [hannaford.2givelocal.com](http://hannaford.2givelocal.com).



[hannaford.2givelocal.com](http://hannaford.2givelocal.com)