

**HANNAFORD FIGHT HUNGER BAG PROGRAM**

Sample Press Release



[**DOWNLOAD IMAGES**](https://hannaford.2givelocal.com/resources/fight-hunger-bag-image-bank/)

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

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

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

The Hannaford Fight Hunger Bag Program, which launched in April 2014, 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 Fight Hunger 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 non-profit 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 Fight Hunger Bag Program, visit [hannaford.2givelocal.com](https://hannaford.2givelocal.com/).



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