

**HANNAFORD COMMUNITY BAG PROGRAM**

Sample Press Release



[**CLICK HERE FOR MARKETING MATERIALS**](https://hannaford.2givelocal.com/resource-program/community-bag/)

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

**[*Name of organization*] has been selected as April’s Hannaford Community Bag Program beneficiary.**

[*City, State*] – For the entire month of April, store leadership at Hannaford’s [*location*] location has selected [*Name of organization*] to receive a $1 donation from every purchase of the $2.50 Hannaford Community Bag.

The Community Bag Program facilitates community support with the goal to make a difference in the vicinities where shoppers live and work. More than $1.2 million has been donated to over 5,000 local nonprofits since the Program launched in October 2015.

“[*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](https://hannaford.2givelocal.com/).



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