



HANNAFORD FIGHT HUNGER BAG PROGRAM

Sample Press Release



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

***[Name of organization]* has been selected as April's Hannaford Fight Hunger 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 Fight Hunger Bag.

The Fight Hunger Bag Program facilitates community support with the goal to make a difference in the vicinities where shoppers live and work. Almost \$1 million has been donated to over 1,400 local hunger organizations since the Program launched in April 2014.

"[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 Fight Hunger Bag Program, visit hannaford.2givelocal.com.



hannaford.2givelocal.com