



HANNAFORD FIGHT HUNGER BAG PROGRAM

# Sample Press Release



[CLICK HERE FOR MARKETING MATERIALS](#)

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

---

***[Name of organization]* has been selected as May's Hannaford Fight Hunger Bag Program beneficiary**

*[City, State]* – For the entire month of May, 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](http://hannaford.2givelocal.com).



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