



HANNAFORD SNACK PAL PLATES PROGRAM

Sample Press Release



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

***[Name of organization]* has been selected as a September beneficiary for the new Hannaford Snack Pal Plates Program.**

[City, State] –Store leadership at Hannaford’s *[location]* location has selected *[Name of organization]* to receive a \$.25 donation from the purchase of every Snack Pal Plate during the month of September.

Beginning September 11, Snack Pal Plates can be found in special displays in the produce section at the store, priced 2/\$5. The Snack Pal Plates make building lifelong healthy eating habits fun while benefiting the community.

“*[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 Snack Pals Plates Program, visit hannaford.2givelocal.com.



hannaford.2givelocal.com