



## GIVE BACK BAG PROGRAM

# Sample Press Release



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

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*[Name of organization]* Celebrates Selection as a FoodMaxx Give Back Bag Program Beneficiary

*[City, State]* – *[Name of organization]* has been selected as a beneficiary of the FoodMaxx Give Back Bag Program for the month of *[month]*.

The FoodMaxx Give Back Bag Program, which launched February 2022, is a reusable bag program that facilitates community support with the goal to make a difference in the communities where shoppers live and work. The Program supports local Food Banks and hunger relief organizations.

*[Name of organization]* was selected as the *[month]* beneficiary of the program by store leadership at the FoodMaxx located at *[location]*. *[Name of organization]* will receive a \$1 donation every time a \$2.50 Give Back 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 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 FoodMaxx Give Back Bag Program, visit [tsmc.2givelocal.com](https://tsmc.2givelocal.com).

