A yellow shopping bag with hearts and a red tag

Description automatically generated



**GIVE BACK BAG PROGRAM**

Sample Press Release

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

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

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

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

[*Name of organization*] was selected as the [*month*] beneficiary of the program by store leadership at the Lucky 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 Lucky Give Back Bag Program, visit [tsmc.2givelocal.com](https://starmarket.2givelocal.com/).



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