



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.

Lucky[®]

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