



**REUSABLE BAG PROGRAM**

Sample Press Release



[**DOWNLOAD IMAGES**](https://hy-vee.2givelocal.com/resources/bag-program-image-bank/)

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

**Hy-Vee Reusable Bag Program Selects [*Name of organization*] as a Beneficiary**

[*City, State*] – [*Name of organization*] has been selected to benefit from the Hy-Vee Reusable Bag Program for the months of [*month1*] and [*month2*].

The Hy-Vee Reusable Bag Program, which launched in October 2019, facilitates community support with the goal to make a difference in the communities where shoppers live and work.

[*Name of organization*] was selected to benefit from the program for the months of [*month1*] and [*month2*] by store leadership at the Hy-Vee located at [*location*]. During this benefit period, [*Name of organization*] will receive a $1 donation every time the $2.50 reusable Red “My Heart” Bag is purchased at this location, 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 Hy-Vee Reusable Bag Program, visit [hy-vee.2givelocal.com](https://bigy.2givelocal.com/).

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