

**REUSABLE BAG PROGRAM**

Sample Press Release

[**CLICK HERE FOR MARKETING MATERIALS**](https://hy-vee.2givelocal.com/resource-program/my-heart-reusable-bag/)

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

**[*Name of organization*] has been selected as March and April’s Hy-Vee “My Heart” Reusable Bag Program beneficiary.**

[*City, State*] – For both March and April, store leadership at Hy-Vee’s [*location*] location has selected [*Name of organization*] to receive a $1 donation from every purchase of the $2.50 Hy-Vee “My Heart” Reusable Bag.

The Reusable Bag Program facilitates community support with the goal to make a difference in the vicinities where shoppers live and work. More than $125,000 has been donated to almost 5,000 local nonprofits since the Program launched in October 2019.

“[*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.



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