



REUSABLE BAG PROGRAM

Sample Press Release



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

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

[City, State] – For both May and June, 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.



hy-vee.2givelocal.com