



**BLOOMIN’ 4 GOOD PROGRAM**

**Sample Press Release**

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[**CLICK HERE FOR MARKETING MATERIALS**](https://stopandshop.2givelocal.com/resource-program/bloomin-4-good/)

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

**[*Name of organization*] has been selected as April’s Stop & Shop Bloomin’ 4 Good Program beneficiary.**

[*City, State*] – For the entire month of April, [*Name of organization*] will receive $1 donation from every bouquet with the sleeve marked “Bloomin’ 4 Good” sold at Stop & Shop’s [*location*] location.

The Stop & Shop Bloomin’ 4 Good Program is an easy way for shoppers to give back to their communities. Every month, leadership at each Stop & Shop store selects a local hunger organization to benefit from every $10.99 Bloomin’ 4 Good bouquet sold in sleeves marked with the Program’s name. Since its launch in February 2021, the Program has donated over $850,000 to more than 2,000 hunger organizations.

“Brighten someone’s day while giving back locally!” said [*name*], Executive Director of [*name of organization*]. “Purchasing a Bloomin’ 4 Good Bouquet at [*town’s*] Stop & Shop in April will help our organization serve our community better.”

[*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 about the Stop & Shop Bloomin’ 4 Good Program, please visit [stopandshop.2givelocal.com](https://stopandshop.2givelocal.com/).



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