



BLOOMIN' 4 GOOD PROGRAM

Sample Press Release



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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.



stopandshop.2givelocal.com