BLOOMIN' 4 GOOD PROGRAM

Sample Press Release

[image: icon] **CLICK HERE FOR MARKETING MATERIALS**

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

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

[*City, State*] – For the entire month of May, [*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 May 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.

STOP&SHOP.

stopandshop.2givelocal.com