**BLOOMIN’ 4 GOOD PROGRAM**

**Sample Press Release**



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

[*Name of organization*] Celebrates Selection as a Winn-Dixie Bloomin’ 4 Good Program Beneficiary

[*City, State*] – [*Name of organization*] has been selected as a beneficiary of the Winn-Dixie Bloomin’ 4 Good Program for the month of [*month*].

The Winn-Dixie Bloomin’ 4 Good Program, which launched in October 2021, is an easy way for shoppers to give back. Every $12.99 Bloomin’ 4 Good Bouquet with the red circle sticker sold supports a hunger organization local to the Winn-Dixie in which it was purchased.

[*Name of organization*] was selected as the [*month*] beneficiary by local store leadership at the Winn-Dixie located at [*location*]. [*Name of organization*] will receive a $1 donation for every $12.99 Bloomin’ 4 Good Bouquet purchased at this Winn-Dixie location in [*month*].

“Flowers can make someone’s day, brighten a room or spread a smile,” said [*name*], Executive Director of [*name of organization*]. “Now they can fight hunger too. Purchase a Bloomin’ 4 Good Bouquet at [*town*] Winn-Dixie in [*month*] to help fight hunger. Every bouquet sold will feed 10+ people in need.”

[*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 Winn-Dixie Bloomin’ 4 Good Program, please visit [seg.2givelocal.com](https://seg.2givelocal.com/).

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