



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.

Winn✓Dixie

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