**BLOOMIN’ 4 GOOD PROGRAM**

**Sample Press Release**



[**CLICK HERE FOR MARKETING MATERIALS**](https://seg.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 Winn-Dixie Bloomin’ 4 Good Program beneficiary.**

[*City, State*] – For the entire month of April, [*Name of organization*] will receive $1 donation from every $12.99 Bloomin’ 4 Good bouquet with the red circle sticker sold at Winn-Dixie’s [*location*] location.

The Winn-Dixie Bloomin’ 4 Good Program is an easy way for shoppers to give back to their communities. Every month, leadership at each Winn-Dixie store selects a hunger organization to benefit from the sales of Bloomin’ 4 Good bouquets. Since the Program launched in October 2021, over $150,000 has been donated to more than 1,000 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*] Winn-Dixie 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 Winn-Dixie Bloomin’ 4 Good Program, please visit [seg.2givelocal.com](https://seg.2givelocal.com/).

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