



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 May's Winn-Dixie Bloomin' 4 Good Program beneficiary.**

[City, State] – For the entire month of May, *[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 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 Winn-Dixie Bloomin' 4 Good Program, please visit seg.2givelocal.com.

Winn✓Dixie

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