

**B L OO M I N ’ 4 G OO D P R OG R A M**

**Sample Press Release**





[**DOWNLOAD IMAGES**](https://hannaford.2givelocal.com/resources/bloomin-4-good-image-bank/)

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

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

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

The Hannaford Bloomin’ 4 Good Program, which launched in August 2021, is an easy way for shoppers to give back. Every Bloomin’ 4 Good Bouquet with the red circle sticker sold supports a nonprofit organization local to the Hannaford in which it was purchased.

[*Name of organization*] was selected as the [*month*] beneficiary by local store leadership at the Hannaford located at [*location*]. [*Name of organization*] will receive a $1 donation for every Bloomin’ 4 Good Bouquet with the red circle sticker purchased at this Hannaford 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 give back to our local communities, too. Purchase a Bloomin’ 4 Good Bouquet at [*town*] Hannaford in [*month*] to help our organization support ours 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 Hannaford Bloomin’ 4 Good Program, please visit [hannaford.2givelocal.com](https://hannaford.2givelocal.com/).



[hannaford.2givelocal.com](https://hannaford.2givelocal.com/)