

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

**Sample Press Release**





[**CLICK**](https://hannaford.2givelocal.com/resource-program/bloomin-4-good/) **HERE FOR MARKETING MATERIALS**

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

**[*Name of organization*] has been selected as April’s Hannaford Bloomin’ 4 Good Program beneficiary.**

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

The Hannaford Bloomin’ 4 Good Program is an easy way for shoppers to give back to their communities. Every month, leadership at each Hannaford store selects a nonprofit to benefit from the sales of Bloomin’ 4 Good bouquets. Since the Program launched in August 2021, more than 2,000 organizations have received over $160,000 in donations.

“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*] Hannaford 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 Hannaford Bloomin’ 4 Good Program, please visit [hannaford.2givelocal.com](https://hannaford.2givelocal.com/).

A picture containing text, clipart

Description automatically generated

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