



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 Hannaford Bloomin' 4 Good Program beneficiary.**

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



hannaford.2givelocal.com