

Meijer Simply Give Program Set Record Year: At Least 84.8M Meals

Program generated nearly \$8.5 million in 2017 for Midwest food pantries

GRAND RAPIDS, Mich. – The Meijer *Simply Give* program set a record in 2017 with nearly \$8.5 million – the equivalent of at least 84.8 million meals – for food pantries through the Midwest, bringing the program’s overall donation to more than \$37 million since its inception in 2008.

The retailer’s most recent campaign – held during the holiday season – resulted in more than \$3.1 million, or at least 31 million meals, alone for hungry families. It was the program’s best campaign ever.

“It’s inspiring to see friends and neighbors come together to take care of hungry families throughout the communities we serve,” Executive Chairman Hank Meijer said. “We cannot thank our customers, team members and food pantry partners enough for continuing to support this important program.”

The Grand Rapids, Mich.-based retailer began its *Simply Give* program in 2008 as a way to help local food pantries throughout the Midwest achieve their mission of feeding hungry families. It runs three times a year when food pantries need it the most: spring, fall and holiday.

During each *Simply Give* campaign, customers are encouraged to purchase a \$10 *Simply Give* donation card upon checkout. Once purchased, the donation is converted into a Meijer Food-Only Gift Card and donated directly to the local food pantry selected by the store for that campaign.

“Hunger is a local problem, which is why the funds given to *Simply Give* stay local,” said Cathy Cooper, Senior Director of Community Partnerships and Giving. “The *Simply Give* program gives everyone a chance to work together to ensure no one has to go without food.”

About Meijer:

Meijer is a Grand Rapids, Mich.-based retailer that operates 235 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the “one-stop shopping” concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at www.facebook.com/meijer.

For further information: Christina Fecher, 616-735-7968, christina.fecher@meijer.com

Additional assets available online:  [Photos \(1\)](#)

<https://newsroom.meijer.com/2018-02-07-Meijer-Simply-Give-Program-Set-Record-Year-At-Least-84-8M-Meals>