

# Meijer Spring Simply Give Campaign Coincides with Meijer LPGA Classic

## Program to feature Double Match Day on June 1

GRAND RAPIDS, Mich. – The Meijer spring *Simply Give* campaign is underway, following a record-setting year in 2017 that raised nearly \$8.5 million for food pantries throughout the Midwest.

The spring campaign will run through June 17, once again coinciding with this year's [Meijer LPGA Classic for Simply Give](#). The past four tournaments generated more than \$3.1 million for the retailer's signature hunger relief program that restocks the shelves of food pantries in the communities it serves.

On June 1, Meijer will double match customers' donations. That means for every \$10 donation card purchased, Meijer will contribute \$20, resulting in a total \$30 donation.

"Participation in our *Simply Give* program continues to grow, thanks to the generosity of our customers and dedicated food pantry partners," said Cathy Cooper, Senior Director of Community Partnerships and Giving. "We are committed to helping end the problem of food insecurity in the Midwest."

### How it works:

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.

*Simply Give* donation cards can be purchased at all 239 Meijer stores and will benefit a local food pantry.

Since Meijer began its *Simply Give* program in 2008, more than \$37 million have been donated to help neighborhood food pantries keep their shelves stocked throughout the year.

The program runs three times a year when food pantries need it the most: spring, fall and holiday.

"Hunger is a problem that occurs in all of our communities, which is why the funds generated from *Simply Give* stay local," Cooper said. "The *Simply Give* program gives everyone a chance to work toward ensuring no one has to go without food."

A video featuring a food pantry volunteer is available on the Meijer Newsroom at <http://newsroom.meijer.com/broll-footage>.

### About Meijer:

Meijer is a Grand Rapids, Mich.-based retailer that operates more than 235 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer has a fundamental philosophy aimed at strengthening the communities it serves and proudly donates more than 6 percent of its net profit each year to charities throughout the Midwest. With hunger as a corporate philanthropic focus, Meijer partners with hundreds of food banks and pantries through its *Simply Give* and food rescue programs. Meijer also supports education, disaster relief, and health and wellness initiatives. For additional information on Meijer philanthropy, please visit [www.meijercommunity.com](http://www.meijercommunity.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](https://www.facebook.com/meijer).

For further information: Christina Fecher, 616-735-7968, [christina.fecher@meijer.com](mailto:christina.fecher@meijer.com)

---

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

<https://newsroom.meijer.com/2018-05-31-Meijer-Spring-Simply-Give-Campaign-Coincides-with-Meijer-LPGA-Classic>