

Meijer Spring Simply Give Campaign Generates \$3.5 Million

Most successful campaign to date

GRAND RAPIDS, Mich. – The Meijer spring *Simply Give* campaign set a record with more than \$3.5 million in donations for food pantries throughout the Midwest, making it the most successful campaign in the program's history.

The spring success includes a record \$1.1 million donation to the program during the Meijer LPGA Classic for *Simply Give*, said Cathy Cooper, Senior Director of Community Partnerships and Giving.

"We are pleased that participation in the *Simply Give* program continues to grow because it truly makes a difference in the communities we serve," she said. "We are committed to helping end food insecurity in the Midwest and are thankful for the continued support from our generous customers and team members."

The Grand Rapids, Mich.-based retailer began its *Simply Give* program in 2008 as a way to help local food pantries achieve their mission of feeding hungry families. Since then, nearly \$41 million has been generated for food pantries.

The program 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.

About Meijer: Meijer is a Grand Rapids, Mich.-based retailer that operates more than 240 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. 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/2018-07-18-Meijer-Spring-Simply-Give-Campaign-Generates-3-5-Million>