

Toy Purchases made at Meijer will Benefit Local Children's Gift-Giving Programs this Holiday Season

Retailer donates up to \$400K across the Midwest through its Buy a Toy, Share the Joy program

GRAND RAPIDS, Mich. – Meijer is aiming to make the holiday season bright once again for children across the Midwest.

For the fifth consecutive year, the Grand Rapids, Mich.-based retailer is donating a portion of customer purchases made in the toy department – up to \$400,000 – to children’s gift-giving programs across the Midwest.

Any toy – regardless of brand – purchased at Meijer now through Dec. 1 will help the retailer share the joy this holiday season.

“Meijer wants to help make the holidays a little brighter for hundreds of children, because we believe every child deserves to experience the sheer joy of unwrapping a toy,” said Dan Myers, Division Merchandise Manager of Toys for Meijer. “We are excited to partner with our generous customers once again on our Buy a Toy, Share the Joy program.”

Purchases made on hundreds of toys – including favorite national brands like Fisher-Price, Barbie, Lego and Nerf, and this season’s top toys – will count toward increasing the donation, up to \$400,000, to children’s gift-giving programs within the retailer’s six-state footprint of Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. Meijer will select the programs to ensure that the donations remain in the communities Meijer serves.

For more information about the Buy a Toy, Share the Joy program, please visit www.meijer.com/joy.

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 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.

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