



Meijer Mania Back-to-College Events

Fact Sheet

Meijer will welcome an estimated 40,000 incoming college freshmen as they head to campus this fall during the widely popular in-store parties dubbed “Meijer Mania.” The annual back-to-college events celebrate incoming students in style during a night of fun activities – complete with a DJ, photo booth and interactive contests – while helping them collect last-minute dorm and classroom essentials.

Meijer began throwing in-store parties for incoming college freshmen about a decade ago to give students a chance to get to know their peers in a fun environment, and introduce the Meijer brand to those who may not have grown up shopping at the Midwest supercenter – some of whom may learn how to pronounce the retailer’s name for the first time.

Meijer Mania events kick off in mid-August, hosting a total 22 events this year across the Midwest through early September at the following locations:

MICHIGAN

University	Meijer Store	Date/Time
Adrian College	217 E. US Highway 223 Adrian, MI 49221	Aug. 17; 9 p.m.-midnight
Michigan State International Event	2055 W. Grand River Ave. Okemos, MI 48864	Aug. 23; 3-6 p.m.
Grand Valley State University	315 Wilson Ave., N.W. Grand Rapids, MI 49534	Aug. 25; 8 p.m.-midnight
Central Michigan	1015 Pickard Street Mt. Pleasant, MI 48858	Aug. 28; 8-11 p.m.





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MICHIGAN cont.

University	Meijer Store	Date/Time
Ferris State University	15400 Waldron Way Big Rapids, MI 49307	Aug. 29; 7-10 p.m.
Saginaw Valley State	3360 Tittabawassee Rd. Saginaw, MI 48604	Aug. 30; 9 p.m.-midnight
Michigan State	2055 W. Grand River Ave. Okemos, MI 48864	Aug. 31; 8:30 p.m.-midnight
Michigan State	1350 W. Lake Lansing Rd. East Lansing, MI 48823	Aug. 31; 8:30 p.m.-midnight
Oakland University	3610 Marketplace Circle Rochester Hills, MI 48309	Sept. 1; 9 p.m.-midnight
Western Michigan	6660 W. Main St. Kalamazoo, MI 49009	Sept. 3; 8:30-11:30 p.m.
University of Michigan	3145 Ann Arbor-Saline Rd. Ann Arbor, MI 48103	Sept. 6; 9 p.m.-1 a.m.
Eastern Michigan	3825 Carpenter Rd. Ypsilanti, MI 48197	Sept. 10; 7-10 p.m.

INDIANA

University	Meijer Store	Date/Time
Purdue University	2636 US-52 West Lafayette, IN 47906	Aug. 19; 10 p.m.-2 a.m.
Ball State	6260 W. McGalliard Rd. Muncie, IN 47304	Aug. 21; 6-9 p.m.
Anderson University	6610 Scatterfield Rd. Anderson, IN 46013	Aug. 28; 9-11 p.m.





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ILLINOIS

University	Meijer Store	Date/Time
Illinois State University	1900 E. College Ave. Normal, IL 61761	Aug. 14; 9 pm.-midnight
University of Illinois International	2500 Philo Rd. Urbana, IL 61802	Aug. 18; 9-11:30 p.m.
University of Illinois	2500 Philo Rd. Urbana, IL 61802	Aug. 20, 9-11:30 p.m.

University	Meijer Store	Date/Time
Bowling Green State University	2111 East Wooster St. Bowling Green, OH 43402	Aug. 20; 8 p.m.-midnight

KENTUCKY

University	Meijer Store	Date/Time
Western Kentucky University	1676 Westpark Dr. Bowling Green, KY 42104	Aug. 20; 4:30-7:30 p.m.
Eastern Kentucky	2013 Lantern Ridge Dr. Richmond, KY 40475	Aug. 23; 8-10 p.m.

WISCONSIN

University	Meijer Store	Date/Time
Marquette University	11111 W. Burleigh Wauwatosa, WI 53222	Sept. 13; 7-10 p.m.

