

Meijer surprised and delighted 213 customers upon checkout on Dec. 13, 2014 when everything in their shopping cart was “gifted” to them on behalf of Meijer. One customer was chosen at random at each of the retailer’s 213 stores throughout Michigan, Ohio, Indiana, Illinois and Kentucky during the *Very Merry Meijer* event that helped spread some Christmas cheer.

Customer reactions were collected in a [video](#) to highlight the fun-filled events.

*Very Merry Meijer* totaled tens of thousands of dollars in gifts with carts ranging from \$350 to upwards of \$1,200 in value. The carts were brimming with holiday gifts, groceries and other fun items.

### TAKE A CLOSER LOOK

**Gifts:** Nearly all Meijer customers were buying gifts for children, grandchildren, friends, co-workers, neighbors or other family members. Gifts included the hottest toys, shoes, sports equipment, iPads, kitchen appliances, toys for pets and fashion accessories

**Groceries:** Most customers were also picking up groceries, everything from goodies to bake holiday cookies to baby formula to everyday staple items



A cart full of *Very Merry Meijer* details:

**Paying It Forward:** Several customers announced plans to spread the good cheer by making additional donations this holiday season, including buying another customer's shopping cart

**Charitable Gifts:** Fifteen customers mentioned they were buying gifts for a local charity or fundraiser

**Decorations:** Many Meijer shoppers were picking up gift wrap, holiday lights and other festive home decorations

**Shoppers' Delight:** Several randomly-selected customers were visiting Meijer for the first time, while others had been loyal customers for more than 40 years

**#MerryMeijer Impact:** Several families had a parent out of work, a loved one recovering from surgery or were just hoping to make Christmas extra special this year – and this gift made all of that possible

