

## Meijer Welcomes 45,000 College Freshmen to “Meijer Mania”

**Retailer hosts more than 22 in-store events for incoming college students across the Midwest**

GRAND RAPIDS, Mich. – Midwest retailer Meijer is getting ready to welcome more than 45,000 incoming college freshmen as they head to campus this fall during widely-popular shopping celebrations dubbed “Meijer Mania.”

The annual Back-to-College events celebrate incoming students in style during a night of fun—complete with a DJ, photo booth and interactive contests—while helping them collect their last-minute dorm and classroom essentials. The retailer kicks off Meijer Mania this week, hosting a total of 22 events for 19 colleges across the Midwest through early September.

“Our Meijer Mania events provide students the opportunity to shop for their first living spaces away from home and share a fun-filled bonding experience with classmates,” said Cathy Cooper, Senior Director of Promotions and Sponsorships at Meijer. “We are pleased to partner with so many colleges and universities to help ease the transition of moving into a new living environment for these students.”

Meijer began throwing in-store events for incoming college freshmen more than 15 years ago to give students a chance to get to know their peers in a fun atmosphere, and introduce the Meijer brand to those who may not have grown up shopping at the Midwest supercenter—some of whom may need to learn how to pronounce the retailer’s name for the first time, Cooper said.

In total, more than 45,000 students—anywhere from 300 to 6,500 freshmen per event—will bus from campuses to their local Meijer store for a night of festivities. Typically, a DJ will get the crowd pumped up while students participate in interactive games and contests, snap pictures in the photo booth, and stock their carts with snacks and school supplies. Meijer also provides samples and coupons, and occasionally hosts big-ticket giveaways.

One of retail’s leading shopping seasons, back-to-school and college is a \$82.8 billion industry, according to the National Retail Federation. Meijer Mania events help spread out the spending during a time when college students and their families are busy preparing for the school year.

### 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](http://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](https://www.facebook.com/meijer).

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<https://newsroom.meijer.com/2018-08-14-Meijer-Welcomes-45-000-College-Freshmen-to-Meijer-Mania>