

## Program features individuals involved with retailer's food pantry partners

GRAND RAPIDS, Mich. – The fall *Simply Give* campaign is underway and features a new look that incorporates individuals involved with its food pantry partners.

The Grand Rapids, Mich.-based retailer rebranded its signature hunger relief program to align more closely with individuals impacted by *Simply Give*, including volunteers, community members and food pantry clients.

"Thanks to the continued support and generosity of our customers, team members and food pantry partners, we've been feeding our hungry neighbors for nearly 10 years," said Cathy Cooper, Senior Director of Community Partnerships and Giving for Meijer. "We believe that making these changes and featuring people in the community who are making a difference through *Simply Give*, will bring more awareness to the program and our food pantry partners."

For example, Krystal Stuart is a community police officer with the Kent County Sheriff's Department. She volunteers regularly at Streams of Hope Food Pantry where she helps individuals find the food they need to feed their families.

"It's not complicated," she said. "Neighbors always help neighbors."

Krystal's photo, and those of the other featured individuals, can be found on the *Simply Give* donation cards and signage in Meijer stores, and in this [video](#) throughout the fall campaign, which ends Sept. 15.

Meijer began its *Simply Give* program in November 2008 to help stock the shelves of local food pantries throughout the Midwest. Since then, nearly \$41 million has been generated for those food pantries. And, more importantly, those meals stay local, Cooper said.

The program runs three times a year when food pantries need it the most: spring, fall and holiday. During each campaign, customers are encouraged to purchase a \$10 *Simply Give* donation card that is then converted into 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](http://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](https://www.facebook.com/meijer).

For further information: Christina Fecher, 616-735-7968, [christina.fecher@meijer.com](mailto:christina.fecher@meijer.com)

---

Additional assets available online: [\(1\)](#)

<https://newsroom.meijer.com/2018-09-05-Meijer-Rebrands-Simply-Give-Program-to-Increase-Awareness-of-Hunger>