

# New Meijer TV Spot Showcases the Holiday Spirit by Featuring a Furry Guest Star

## First time retailer uses an animal as main lead in its holiday spot

Meijer announced today that its newest holiday TV [spot](#) is now available for viewing. Entitled “Lily,” the 60-second spot features a cute little dog, a Border Terrier mix, who goes on a Christmas adventure before being rescued by Santa.


“We concentrate on delivering a heartfelt message that reflects the spirit of the season and who we are as a company,” said Michael Ross, Vice President of Marketing for Meijer. “Through a heartwarming message of a little lost dog coming home, we believe this year’s spot encourages all of us to believe in the spirit of the season, while assuring that Meijer has everything they need.”

The Meijer TV holiday spot was inspired by actual events involving a lost dog and was developed by Chicago-based advertising agency, The Distillery Project. The spot will air throughout the holiday season. Click [here](#) learn more about Lily’s story and the inspiration behind the spot. For holiday gift and entertainment ideas, please visit [www.meijer.com](http://www.meijer.com).

**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).

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

<https://newsroom.meijer.com/2018-12-03-New-Meijer-TV-Spot-Showcases-the-Holiday-Spirit-by-Featuring-a-Furry-Guest-Star>