

Northern Michigan University and Meijer representatives today participated in a dedication and ribbon-cutting ceremony for the new Meijer Student-Athlete Fueling Station in the NMU Superior Dome. The station, which offers grab-and-go snacks and drinks to Wildcat athletes free of charge, is the newest component of a multi-layered master sponsorship agreement with the Grand Rapids-based retailer. Meijer has contributed gift cards valued at \$15,000 annually to NMU Intercollegiate Athletics to keep the fueling station stocked.

"This dedication represents Northern's growing partnership with Meijer," said NMU President Fritz Erickson. "It started with the donation of two semi-tractor trailer trucks for our new CDL truck driving school last spring, was followed by the NMU Day to kick off the fall semester, and now this outstanding fueling station to help Wildcat student-athletes maintain peak nutrition. Since opening the Marquette store last May, Meijer has certainly demonstrated its Wildcat spirit and we are very grateful for the continuing support of Northern students."

Construction of the fueling station with signage incorporating the Meijer brand was recently completed in the Superior Dome. Meijer representatives attending the dedication included John Spaulding, director of the Marquette store, and James Miller, market director for the north Wisconsin region.

"Meijer strives to be a good neighbor in the communities we serve," Spaulding said. "We have enjoyed our partnership with NMU that began before our doors even officially opened, and are happy to supply its athletes with healthy food options to help them refuel."

NMU Athletics Director Forrest Karr said, "We greatly appreciate Meijer's generous support, which is directly helping Northern Michigan student-athletes to be their very best. Having a recovery snack soon after finishing intense exercise helps speed up muscle repair and refills energy stores. With this partnership, Meijer is truly making a positive impact on student-athlete health and well-being."


The station is open from 6:30-8:30 a.m. and 2:30-6 p.m. weekdays. It is used regularly and appreciated by NMU student-athletes, according to Wildcat volleyball player Sarah Kuehn.

"It's awesome to be able to finish a workout and have something available to quickly grab before class," she said. "This station has already helped tremendously. It's important to eat as soon as possible after a workout, so we want to say thank you to Meijer for providing that opportunity."

Meijer's support of NMU student-athletes will also be highlighted during an on-ice recognition ceremony during the first intermission of the Wildcats' hockey game on Saturday, March 2.

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<https://newsroom.meijer.com/2019-03-01-Meijer-Helps-to-Fuel-NMU-Student-Athletes>