

## Meijer LPGA Classic for Simply Give Showcases Commitment to Local Businesses with Investments of More Than \$2 Million

**Tournament partners with 30+ local businesses throughout tournament week**

**GRAND RAPIDS, Mich.** – From printing and parking services to floral arrangements and fences, the 2019 Meijer LPGA Classic for *Simply Give* will partner with more than 30 local businesses throughout tournament week.

The partnerships represent an investment in the local community of more than \$2 million, highlighting the retailer's commitment to local.

"The support behind the Meijer LPGA Classic continues to grow every year, which ultimately helps us feed more hungry families across the Midwest," said Cathy Cooper, Executive Director of the Meijer LPGA Classic. "But so much of what makes this tournament such a success is the work that occurs behind the scenes, thanks to our great community partners who help us seamlessly execute everything throughout that week."

The tournament has partnered with numerous local vendors since its inaugural year in 2014, including Wolverine Printing, Star Tickets, VizCom Media, Boulder Creek Golf Club, Fence Consultants of West Michigan, Ellis Parking Company and Masterpiece Flower Company.

Meijer began its [partnership with Masterpiece](#) more than 58 years ago when it provided geraniums for the garden center of the original Meijer supercenter "Thrifty Acres" in Grand Rapids. Since then Masterpiece delivers locally-grown potted plants – including hanging baskets and Easter lilies in the spring, and poinsettias and orchids in the winter – to each Meijer store twice a week, 52 weeks a year. That partnership grew in 2014 with the addition of the Meijer LPGA Classic.

"We feel very fortunate to be a Meijer vendor partner for six decades and are happy to continue to support the Meijer LPGA," said Tim Stiles, President of Masterpiece Flower Company. "The Meijer LPGA event continues to grow each year contributing ever-increasing proceeds to *Simply Give*, supporting food banks and pantries across the region. As a local greenhouse, we are excited to see our own community grow and are thrilled to be a part of it."

Masterpiece provides all flower arrangements used at the course, including the sponsored tee fences and boards, and centerpieces, trees and table décor at every tournament week event. Last year, they showcased flowers from the colors of past champions' flags, and this year, Masterpiece will provide a flowered logo for *Simply Give*.

Meanwhile, nearby schools Rockford High School and Northview High School have also contributed to the tournament's success from the onset. Rockford High School hosts the Meijer LPGA 5k Run & Walk presented by Kellogg's and is where volunteers pick up their uniforms and the general public parks throughout tournament week. Northview High School serves as parking for all volunteers and sponsors.

The 2019 Meijer LPGA Classic will host a full field of 144 of the best women golfers for 72 holes of stroke play over four days of competition. Proceeds from the tournament – and each of the week's festivities – will once again benefit the Meijer *Simply Give* program that restocks the shelves of food pantries across the Midwest. The 2018 tournament alone raised \$1.1 million for local food pantries through *Simply Give*. In total, the five tournaments have generated more than \$4.2 million for the Meijer *Simply Give* program.

To follow the Meijer LPGA Classic before, during and after tournament week, please post about your experience and share your pictures on social media using the hashtags #OutDriveHunger, #forehunger, #SimplyGive and #MeijerGives.

For more information on the Meijer LPGA Classic for *Simply Give* or to volunteer or purchase tickets, please visit [meijerLPGAclassic.com](http://meijerLPGAclassic.com).

To view a highlight video featuring the 2018 Meijer LPGA Classic, please click [here](https://youtu.be/VWVpmCAe5LQ) or follow this link: <https://youtu.be/VWVpmCAe5LQ>.

**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).

**About Blythefield Country Club:** Located just north of Grand Rapids, Blythefield has been providing families the best golf and social experience in West Michigan since 1928. With the Rogue River flowing through, Blythefield boasts one of the most beautiful championship layouts in Michigan. Previously, Blythefield has hosted the 1953 Western Amateur, the 1961 Western Open, won by Arnold Palmer, and the 2005 Western Junior won by Rickie Fowler. Beginning in 2014, Blythefield is honored to host the Meijer LPGA Classic. Learn more about Blythefield Country Club at [www.blythefieldcc.org](http://www.blythefieldcc.org).

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