

Meijer Ignites Holiday Spirit with In-Store Caroling

Retailer celebrates community by featuring 115 local music groups

GRAND RAPIDS, Mich., Dec. 2, 2019 /PRNewswire/ -- Meijer is offering customers a special holiday treat this weekend and next with performances from local school choirs and music groups, adding extra cheer to the holiday shopping experience. For the second year, Meijer invited local school music groups to visit their stores to sing carols as customers fill their baskets with holiday essentials.

"Meijer knows that community traditions, like caroling, are a big part of what makes the holiday season so special to families and we want to bring those traditions into every aspect of their holiday experience, including holiday shopping," said Cathy Cooper, Senior Director of Community Partnerships and Giving for Meijer. "The carolers brought a new level of festivity to our stores last year, so we are excited to bring them into more stores this year."

Additionally, each participating Meijer store will award \$500 to its featured music groups.

The school groups will perform between Nov. 29 through Dec. 14. For the schedule, list of featured schools and a video from last year's event, please click [here](#).

About Meijer: Meijer is a Grand Rapids, Mich.-based retailer that operates more than 245 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, meat and seafood counters, as well as pharmacy, apparel, pet, home essentials and décor, and toys and electronics departments, and a garden center. For additional information on Meijer, please visit 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.

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