Meijer Newsroom

Detroit Tigers and Meijer Announce Expanded Partnership, Deepening Ties Between Two Iconic Michigan Brands

- *Tigers home and road jerseys will feature Meijer branding on sleeves beginning May 25*
- *Meijer and Tigers will contribute $100 for every opponent strikeout to the Meijer Simply Give program each season as part of "Striking Out Hunger" initiative*
- *Tigers, Meijer and Detroit Red Wings will continue teaming up for Hometown Holiday Assist program, supporting Detroit families and local non-profits in need during holiday season*

DETROIT – The Detroit Tigers today announced that Landmark-level sponsor Meijer will serve as the club's first Jersey Patch Partner. As part of a multi-year extended partnership, the Michigan-based retailer will have its brand marks featured on the sleeves of Detroit's home and away jerseys, beginning with Thursday's series opener against the Chicago White Sox.

Tigers players and Ilitch Sports + Entertainment leadership joined Meijer executives and store team members at the Meijer supercenter at 1301 W. Eight Mile Road – the retailer's first store location in the city of Detroit – on Thursday morning to make the announcement.

"The Detroit Tigers and Meijer are synonymous with the state of Michigan, and we're thrilled to extend our partnership with an organization that has a common vision about community engagement," said Ryan Gustafson, Executive Vice President & Chief Operating Officer. "These are two of the most iconic brands in the state, creating millions of memories for fans and families each year. We appreciate Meijer's support and partnership, and look forward to working together serving our great fans and customers for years to come."

As part of the new "Striking Out Hunger" initiative, Meijer and the Tigers will contribute $100 every time a Tigers pitcher strikes out an opposing batter to the Meijer *Simply Give* hunger relief program. *Simply Give* has helped feed families across the Midwest by helping local food pantries keep their shelves stocked since November 2008. The program has generated more than $80 million in donations to food pantries thanks to the continued generosity and support of Meijer customers, team members and food pantry partners, who are committed to helping those experiencing food insecurity.

"When you think about Michigan, Meijer and the Detroit Tigers are quintessential brands. Both organizations are rich with history and a genuine commitment to community, which spans generations," said Rick Keyes, Meijer President & CEO. "The creation of the *Striking Out Hunger* initiative enhances this relationship, while supporting families in need throughout our state. We're so pleased to strengthen our longstanding partnership with the Tigers and the Detroit community."

The Tigers, Detroit Red Wings and Meijer will also continue teaming up for the Hometown Holiday Assist program, supporting Detroit families and local non-profit organizations in need during the holiday season. The Tigers, Red Wings and Meijer have hosted the Hometown Holiday Assist event for the past nine years, including a festive experience at Little Caesars Arena and Comerica Park for more than 100 children from Detroit's Downtown Boxing Gym in 2022.

Elevate Sports Ventures advised Ilitch Sports + Entertainment throughout the process, contributing to the expanded partnership between the Tigers and Meijer.

About the Detroit Tigers
The Detroit Tigers, Inc., a charter member of the American League in 1901, have won four World Series and 11 American League pennants. The Tigers play their home games at Comerica Park located within The District Detroit, one of the largest sports and entertainment developments in the country. For more information about the Tigers and the Ilitch Companies, visit Tigers.com, DistrictDetroit.com and IlitchCompanies.com.

About Meijer
Meijer is a Grand Rapids, Mich.-based retailer that operates more than 500 supercenters, Meijer Grocery, neighborhood markets and Express locations 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 and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter @twitter.com/Meijer and @twitter.com/MeijerPR or become a fan at www.facebook.com/meijer.

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