Meijer thanks customers and team members during 11th annual Very Merry Meijer event

Meijer teams embraced the joy and giving spirit of the holiday season by surprising hundreds of customers and team members with shopping sprees and gift cards during its 11th annual Very Merry Meijer event. At each store across the Midwest, Meijer leaders surprised a customer with a $1,000 shopping spree, and multiple Meijer team members with gift cards.

Very Meijer Merry began in 2014 to help spread holiday cheer in stores and has grown into a beloved annual tradition across the company.

“Our stores look forward to this event every year, and the teamwork and excitement that goes into pulling off each surprise is truly heartwarming,” Meijer Vice President of Communications & Community Engagement Ray Hancart said. “We strive to enrich lives in the communities we serve, and this is an extra special way to continue fulfilling that purpose during the busy holiday season.”

In total, the 11 Very Merry Meijer events have gifted more than 4,600 customers with shopping sprees for holiday gifts and groceries. The surprises were given to customers at random, either while they were shopping or in the checkout lane. Many had stories to share about how they would use the gift, and all were shocked and appreciative.

In Charlotte, Mich., Store Director Angela Clark selected a couple shopping in the produce area to surprise. They immediately teared up at the news of the $1,000 gift card, and shared that he has been battling stage 4 cancer all year. Because of the ongoing medical bills for his treatments, they weren’t sure they would be able to have their normal Christmas.

In Ann Arbor, Mich., Store Director Les Collins surprised a mom with a family of five, including two children with significant medical issues who have been in and out of hospitals all year. All her financial resources have been exhausted so she was more than grateful to Meijer for the gift during the holiday season.

Meijer also continued its tradition of celebrating its team members through the Very Merry Meijer festivities, surprising three team members in each of its stores with $200 gift cards.

“I was shocked. I didn’t expect this at all and it felt really special,” said Zach Sortore, food clerk at the Anderson, Ind. Meijer. “To be picked for this changed my whole month, and now I can provide a great Christmas for my daughter.”

View the Very Merry Meijer surprises video and follow the fun on social channels at #VeryMerryMeijer.

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Additional assets available online: Photos (7)

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