

Meijer Kicks Off Holiday Simply Give Campaign

The Meijer holiday ***Simply Give*** campaign that stocks the shelves of food pantries is underway, and will run through Dec. 30 at each of the 235 Meijer stores across the Midwest.

Meijer will double match customers' donations Dec. 8-9. That means for every \$10 donation card purchased, Meijer will contribute \$20, resulting in a total \$30 donation.

During each *Simply Give* campaign, which runs three times a year, customers are encouraged to purchase a \$10 donation card upon checkout. Once purchased, the donation is converted into a Meijer Food-Only Gift Card and donated directly to the local food pantry selected by the store for that campaign.

In total, the *Simply Give* program has generated more than \$34.2 million — or 376.2 million meals — for local food pantries since its 2008 inception.

For more information, please click [here](#).

<https://meijercommunity.com/2017-11-14-Meijer-Kicks-Off-Holiday-Simply-Give-Campaign>