

Meijer Partnership with Colts Scores Big for Kids

Every time the Indianapolis Colts threw a touchdown pass in the 2021 season, kids won. That's because we donated \$500 to the Riley Children's Foundation for every Colts touchdown pass.

The Colts completed 27 touchdown passes, prompting our donation of \$13,500 to the 101-year-old nonprofit organization that is the fundraising arm of Riley Hospital for Children. As Indiana's only comprehensive pediatric research hospital, Riley has expert physicians in every pediatric specialty, handling more than 300,000 patient visits each year.


"Our partnership with the Colts and Riley Children's Foundation is really special," said Angie Muckridge, Store Director of our South Indianapolis store. "This promotion for every touchdown pass had us all cheering a little louder for the Colts, and in return we were able to help Riley continue to provide world-class health care to its patients."

Children come from beyond Indiana to Riley to receive care for difficult-to-treat diseases through clinical trials. Riley researchers are working on new treatments and cures for a range of childhood illnesses, such as cancer, heart defects, neurological disorders, asthma, cystic fibrosis and diabetes.

"Riley Children's Foundation does so much for the kids and families in our community who truly need their help," said Laura Reckman, Senior Partnership Marketing Manager of the Indianapolis Colts. "We're proud to partner with Meijer to celebrate the wonderful work of the Riley team and bring some joy and hope into the lives of their many young patients."

Donations play a key role in supporting the work of the renowned hospital.

"We are so grateful to Meijer and the Indianapolis Colts for their continued generosity towards Riley Children's Foundation," said Alane Helmer, Assistant Vice President, Corporate and Foundation Giving for the Riley Children's Foundation. "This promotion gave Riley kids and their families another reason to cheer on the Colts this past season! And, this gift will ensure Riley Hospital continues to give exceptional care to kids."

Additional assets available online:  [Photos](#) (1)

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