

# Meijer Simply Give Program Achieves Record-Breaking Success During the Holiday Season

Retailer's hunger relief campaign generated more than \$1.2 million for local food pantries

Meijer customers generously donated more than \$510,000 during the holiday *Simply Give* campaign, helping food pantries throughout the Midwest restock their shelves. That commitment to supporting hungry families, combined with a donation from Meijer, raised the holiday campaign total to more than \$1.2 million, making it the most successful campaign since *Simply Give* began in November 2008.

"We cannot thank our customers, team members and pantry partners enough for continuing to rise to the challenge and help us feed hungry families in the communities we serve," Co-Chairman Doug Meijer said. "It's truly inspiring to see this level of engagement, especially as we celebrated *Simply Give's* five-year milestone this holiday season."

The Grand Rapids, Mich.-based retailer began its *Simply Give* program as a way to help local food pantries throughout the Midwest achieve their missions of feeding hungry families.

Read more about the [Simply Give program's 2013 record-breaking holiday success](https://meijercommunity.com/2014-01-23-Meijer-Simply-Give-Program-Achieves-Record-Breaking-Success-During-the-Holiday-Season).

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