

Retailer matches spring campaign donations 2-to-1 April 11-12 to celebrate

In an effort to increase donations to its food pantry partners, Meijer announced today that it has rebranded its signature hunger relief program, *Simply Give*, with the color orange to align more closely to the issue that continues to rise throughout the Midwest.

To celebrate the enhancement of its program, the Grand Rapids, Mich.-based retailer will stretch every customer's \$10 *Simply Give* donation further April 11-12. That means for every \$10 donation card purchase, Meijer will contribute \$20, resulting in a total \$30 donation.

"Orange represents the color of hunger awareness, and we wanted *Simply Give* to connect more closely to the issue at hand," Co-Chairman Hank Meijer said. "Thanks to the continued support and generosity of our customers, team members and pantry partners, we've been feeding hungry families in the communities we serve for more than five years. We believe these changes will bring more awareness to the *Simply Give* program, and in turn, help us give even more to our food pantry partners."

Learn more about the [rebrand of the *Simply Give* program](#).

<https://meijercommunity.com/2014-04-08-Meijer-Rebrands-its-Simply-Give-Program-to-Increase-Awareness-of-Hunger-Boost-Donations-to-its-Food-Pantry-Partners>