

For the second consecutive year, Flint, Mich.-native and former NBA Detroit Piston **Mateen Cleaves** will help bring relief to struggling Michigan families through his “[1 Goal, 1 Passion: Hope for the Holidays](#)” campaign presented by Meijer. With the help from the state’s sports, entertainment, business and nonprofit communities, the initiative is designed to help more than 1,000 Michigan families in need.

The campaign will distribute holiday gifts to families in need from Flint, Lansing, Grand Rapids, Saginaw and Detroit. Each family will receive a holiday gift package that includes a \$100 Meijer gift card, basic essentials, such as utility vouchers, meals and gifts, plus access to life sustainment resources like counseling to find jobs, healthcare information, and budgeting and financial planning skills.

“One in four families throughout the state are working hard but still living paycheck to paycheck,” said Cleaves, a sports analyst and commentator for Fox Sports Detroit and CBS Sports Network. “With the collective efforts of our top sports, nonprofit and business organizations, we hope to again have a positive impact in our communities this season and bring some relief and joy to Michigan households during the holidays.”

For more information on the Mateen Cleaves “1 Goal, 1 Passion: Hope for the Holidays” campaign presented by Meijer, please visit www.1goal.1passion.com.

<https://meijercommunity.com/2014-11-12-Mateen-Cleaves-Meijer-Kick-Off-1-Goal-1-Passion-Hope-for-the-Holidays>