

Meijer Shares the Smiles This Holiday Season

Meijer wants to help make the holidays happier for hundreds of children throughout the Midwest by, once again, donating a portion of customer purchases made in the toy department, up to \$400,000. The Meijer **Share the Smiles** campaign will run through Dec. 19, and will feature some of the hottest toys of the season.

This is the second year we've worked with local gift-giving programs to help give children the joy of unwrapping a toy. Last year, we donated \$400,000 to local programs.

For more information on the Share the Smiles campaign, please click [here](#).

<https://meijercommunity.com/2014-11-19-Meijer-Shares-the-Smiles-This-Holiday-Season>