

Partnering with Local Heroes to Spread Holiday Cheer Across the Midwest

This week concluded the season's final "Shop with a Hero" event that pairs children with local 'heroes' to pick out holiday gifts at Meijer. We want to thank all the local heroes – **police officers, fire fighters** and **athletes** – who helped make these events possible, and for giving us an opportunity to help make the holiday season a little brighter.

Meijer stores across the Midwest partnered with local heroes to host more than 100 "Shop with a Hero" events this season. From shopping with a [local cop](#) to joining a favorite [Indianapolis Colts](#) player in the toy aisle, nearly 4,000 underprivileged children were able to participate.

Many of the children wouldn't have otherwise received gifts this holiday season or been able to buy gifts for their loved ones. But, with the help of our local partners, they received Meijer gift cards to do just that. Some stores invited [Santa and Mrs. Claus](#) to join in on the fun, hosted a [pizza party](#) and provided families with [food baskets](#) after the event. The events were fun for everyone involved, and are something we look forward to hosting every year.

<https://meijercommunity.com/2015-01-08-Partnering-with-Local-Heroes-to-Spread-Holiday-Cheer-Across-the-Midwest>