

Meijer and Kraft Welcome Kids to Hockeytown

As part of the **Kraft Hockeyville** campaign to find America's most passionate hockey community, Meijer recently welcomed local hockey clubs into stores in Detroit and Chicago and provided the chance for kids to meet one of their heroes.

Friend of Kraft Hockeyville and **Detroit Red Wings** Player Niklas Kronwall surprised more than 40 kids from **Clark Park Youth Hockey** program at the Meijer store in Detroit on 8 Mile Road. At the same time, **Chicago Blackhawks** Player Bryan Bickell took a few hours getting to know girls from the **Sabres Hockey Club** in the western suburbs of Chicago.

Each player shared their own experience about what playing hockey as a youngster meant to them and ran kids through a skills clinic. At the end of the day, everyone walked away with not just a new friend, but some great memories and the reminder that the love of hockey is stronger than ever in local communities.

For a video on the event, please click [here](#).

<https://meijercommunity.com/2015-03-18-Meijer-and-Kraft-Welcome-Kids-to-Hockeytown>