

This year, Meijer will help welcome an estimated 40,000 incoming college freshmen as they head to campus this fall during the widely popular in-store parties dubbed “Meijer Mania.” A tradition more than a decade old, our stores began throwing in-store parties for college freshmen to give students a chance to get to know their peers in a fun environment.

Recently, more than 3,000 **Purdue University** students attended the 8th annual back-to-college event at the West Lafayette, Ind. store. Students celebrated in style during a night of fun activities – complete with a DJ, photo booth and interactive contests – while collecting last-minute dorm and classroom essentials.

Meijer Mania events kicked off in mid-August, and will host a total of 22 events across the Midwest through early September.

To learn more about the events click [here](#).

<https://meijercommunity.com/2015-08-20-College-Freshmen-Celebrate-at-Meijer-before-Hitting-the-Books>