Meijer Launches Fall Simply Give Campaign

After having raised nearly $24 million through our ***Simply Give*** program thus far, we are excited to give our customers a chance to support of their local food pantries again this fall. Our record-setting spring campaign tied to the **Meijer LPGA Classic for** *Simply Give* demonstrated the power and generosity of our customers. We look forward to building upon that momentum to fight the issue of food insecurity across our six-state footprint again with this campaign.

During each *Simply Give* campaign, we encourage our customers to purchase a $10 *Simply Give* donation card upon checkout. The donation will then be converted into a Meijer food-only gift card and given to the local food pantry selected by the store after the campaign concludes.

The fall *Simply Give* campaign will run through Sept. 24. *Simply Give* donation cards can be purchased at all 229 Meijer stores and will benefit a local food pantry. Meijer *Simply Give* donation cards can be found on fixtures near the checkout, as well as in the grocery and pharmacy departments.

Customers can make their donations go even farther by donating on our Double Match Days, Sept. 1-3. For every $10 donation card purchase on a Double Match Day, we will contribute $20, resulting in a total $30 donation.

The *Simply Give* program runs three times a year to help fulfill the needs of our food pantry partners during the times of most need: Spring, Fall and Holiday. Our food pantry partners are rotated to ensure broad outreach in the communities we serve. Instead of determining what food to donate to the food pantry partners, the *Simply Give* program allows the pantries the flexibility to choose the grocery items best suited for the families they serve.

To view a list of food pantries participating in the fall *Simply Give* campaign, please click here.

To view a video on our hunger relief efforts, including *Simply Give*, please visit here.

https://meijercommunity.com/2016-08-08-Meijer-Launches-Fall-Simply-Give-Campaign