

Meijer Mania Events Welcome 40K Incoming College Freshmen

Our widely-popular shopping parties, dubbed “**Meijer Mania**,” have begun as we help welcome an estimated 40,000 incoming college freshmen to campuses across the Midwest.

The annual **Back-to-College** events celebrate incoming students in style during a night of fun – complete with a DJ, photo booth and interactive contests – while helping them collect their last-minute dorm and classroom essentials. This year, we’ll host 22 events at 20 colleges and universities across the Midwest through early September.

Each event attracts about 1,700 freshmen whom are bussed from campus to their local Meijer store for a night of festivities, free food and coupons.

It’s also an opportunity to introduce the Meijer brand to those who may not have grown up shopping at Meijer and for them to learn how to pronounce the retailer’s name for the first time.

For more information on the BTC events, please click [here](#).

<https://meijercommunity.com/2016-08-19-Meijer-Mania-Events-Welcome-40K-Incoming-College-Freshmen>