

The third annual *Very Merry Meijer* event made Christmas extra special this year for some lucky, unsuspecting customers. Executive Chairman Hank Meijer, Board Director Doug Meijer, Meijer President and CEO Rick Keyes and store directors across the Meijer footprint surprised customers in all 230 stores by “gifting” them their entire shopping cart filled with gifts and groceries upon checkout.

Customers were randomly selected to receive their purchases free, and were given an additional \$100 Meijer gift card to help pass along the generosity to a charity or person in need. A \$100 Meijer gift card was also given to the Meijer cashier helping the customer.

The *Very Merry Meijer* event resulted in tens of thousands of dollars in gifts to Meijer customers – with shopping carts ranging from \$400 to more than \$1,000 in value – along with a mixture of emotions that spurred tears, hugs and even speechlessness from very happy customers. To see the surprises unfold, click [here](#) to see the video. To follow the *Very Merry Meijer* conversation in social media, please look for the hashtag #VeryMerryMeijer.

<https://meijercommunity.com/2016-12-14-Meijer-Made-Christmas-Very-Merry-For-Many-Customers-across-the-Midwest>