

Meijer Simply Give Program Kicks off Spring Campaign

On the heels of a record year, the Meijer ***Simply Give*** program kicked off its spring campaign May 14.

Last year, the *Simply Give* program set a record, generating \$7.8 million for local food pantries across the Midwest. The 2016 holiday campaign resulted in more than \$2.3 million alone, and since the program's inception in 2008, *Simply Give* has donated more than \$28 million.

Meijer customers are encouraged to purchase a \$10 *Simply Give* donation card upon checkout. Once purchased, the donation is converted into a Meijer Food-Only gift card and donated to the local food pantry selected by the store.

The **Meijer LPGA Classic for *Simply Give*** begins next month and proceeds from the tournament will benefit the *Simply Give* program. To date, the Meijer LPGA Classic has generated more than \$2.1 million for local food pantries.

The *Simply Give* spring campaign runs through June 18. For a full list of participating food pantries, please click [here](#).

<https://meijercommunity.com/2017-05-17-Meijer-Simply-Give-Program-Kicks-off-Spring-Campaign>