

## Meijer Embraced the Holiday Spirit with Events across the Midwest

As a family-owned company, Meijer works hard to serve the needs of families at each of our 235 stores across the Midwest. Our customers, team members and partners help us make the community a better place to live, work and play – and this especially rings true around the holidays.

This year, with their support, we were able to host and participate in more than 150 events to help positively impact the communities we serve. Below are a few examples:

### Shop with a Hero

Every year, Meijer partners with various law enforcement agencies and athletic teams to host **Shop with a Hero** events, pairing children with local “heroes” to shop for holiday gifts for themselves and their families. During the 2017 holiday season, Meijer hosted more than 150 in-store shopping events throughout the Midwest.

The events, which began in mid-November and ran through December, spread holiday cheer to thousands of children. Children bonded with police officers, firefighters and their favorite athletes as they selected gifts from the aisles, enjoyed treats and activities, and even met **Santa**.

### Very Merry Meijer

We also made the season brighter for 235 unsuspecting customers when we surprised them at checkout by paying for their entire shopping carts brimming with gifts and groceries during the fourth annual **Very Merry Meijer** event. In addition, the Meijer cashier helping the customer check out also received a \$100 Meijer gift card. It was our way to share the spirit of the season with those we hold dear – our customers and team members.

### Community Engagement

Meijer partnered with a variety of community organizations, including **Make-A-Wish Michigan** and the **Helen DeVos Children’s Hospital** in Grand Rapids to donate nearly two dozen toy baskets to help make the holidays a little brighter for children.

For example, **Santa** helped deliver baskets to the play room at the children’s hospital. Each child who visited with Santa was able to pick a toy to bring back to their hospital room. The remaining toys stayed in the play room for all the children to play with throughout their stay.

Please click [here](#) to see the surprise visit and delivery that was captured by **Maranda** from **WOTV 4 Women**.

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Additional assets available online: [Photos](#) <sup>(2)</sup>

<https://meijercommunity.com/2018-01-17-Meijer-Embraced-the-Holiday-Spirit-with-Events-across-the-Midwest>