

Fall **Simply Give** Campaign Features New Look

The fall **Simply Give** campaign is underway and features a new look. Meijer rebranded the program to incorporate individuals involved with its food pantry partners throughout the Midwest.

For example, meet **Krystal**. She's a Community Police Officer with the **Kent County Sheriff's Department**, and volunteers regularly at **Streams of Hope Food Pantry** where she helps individuals find the food they need to feed their families.

"It's not complicated," she said. "Neighbors always help neighbors."

Krystal's photo can be found on the *Simply Give* donation cards in Meijer stores, on signage and in this [video](#) throughout the fall campaign, which ends Sept. 15.

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

Additional assets available online: [Photos](#) ⁽¹⁾

<https://meijercommunity.com/2018-08-31-Fall-Simply-Give-Campaign-Features-New-Look>