

## Very Merry Meijer Event Becomes Family Tradition

Amid the hustle and bustle of the holiday season, there is one certainty: Meijer leadership and store directors love surprising customers during the **Very Merry Meijer** event.

The event began in 2014 as a small gesture to make the holidays brighter, but it's become an annual tradition for the Meijer family.

"After five years, *Very Merry Meijer* is still my favorite day of the year. There's nothing quite like playing Santa with our Meijer team members and revealing the big surprise for our customers," **Meijer Board Member Doug Meijer** said. "We know the holidays can be stressful, but this event truly spreads Christmas cheer."

The fifth annual event was no exception on Dec. 15 with tears of joy, screams of delight and so much holiday spirit at each of the retailer's 241 stores and Bridge Street Market. Over the past five events, Meijer gifted more than 1,150 customers their shopping carts full of toys, clothes, electronics, food and small appliances. The gifts totaled more than half a million dollars.

"Christmas is the time to celebrate hope, joy and kindness, and we were so excited to continue our *Very Merry Meijer* tradition and share the spirit of the season with those we hold dear: Our customers and team members," **Executive Chairman Hank Meijer** said.

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Additional assets available online: [\*\*Photos\*\*](#) <sup>(1)</sup>

<https://meijercommunity.com/2018-12-20-Very-Merry-Meijer-Event-Becomes-Family-Tradition>