

Meijer will double match every \$10 donation to the Meijer [*Simply Give*](#) program on Friday, Sept. 13, 2019. That means, a \$10 donation becomes \$30 to help food pantries across the Midwest.

"We are committed to helping end food insecurity in the Midwest and are thankful for the continued support from our generous customers and team members," said **Cathy Cooper, Senior Director of Community Partnerships and Giving**.

The fall *Simply Give* campaign is going on through Sept. 28, and is the latest feature in the retailer's TV commercial series, called **Quality is No Accident**, that showcases its commitment to customers.

The commercial feature **Meijer Executive Chairman Hank Meijer, President & CEO Rick Keyes** and **Hudsonville Store Director Henry Samaniego**.

"One of the most important values of our company is our community," Samaniego said. "I think the *Simply Give* program is awesome and the way it's growing is incredible. I don't know how much simpler you can make it to help out your community."

To learn more about the program and see the commercial, please click [here](#).

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

<https://meijercommunity.com/2019-09-12-Meijer-Double-Matches-Customer-Donations-to-Simply-Give>