

## Meijer Stores Host Fun-Filled Holiday Shopping Events for Those in Need

The holidays are a season of time-honored traditions, and that goes for Meijer, too. While this year is different from any other, our teams remain committed to enriching lives in the communities we serve by hosting and sponsoring holiday shopping events in our stores.

Several community organizations came together in Grand Rapids, Mich., to spread holiday cheer to children in the hospital. iHeart Media, WOOD TV8 and Biggby Coffee joined forces for “Biggby’s Round Up Campaign.” Customers at Biggby were given the chance to round up their total when visiting Biggby and the change really added up. Along with a donation from Meijer, the groups went on a [shopping spree](#) at the Cascade Meijer to buy gifts for children at Helen DeVos Children’s Hospital.

“Your donation was much appreciated, and your staff was awesome to work with” said Kelly Stecco, Account Executive at iHeartMedia Markets Group.

In addition to partnering with other local businesses to support our communities, one holiday tradition you can be sure to expect from Meijer every season is Shop with a Hero. Each winter, we host more than 100 Shop with a Hero events, which pair children with area law enforcement personnel and other heroes to shop for holiday gifts for themselves and their families. This year, we were more excited than ever to be able to bring extra joy during a difficult holiday season, donating thousands of dollars in gift cards so that children can celebrate the holidays and build bonds with their community helpers.

“While we have always valued our partnerships with local organizations shopping our stores to make the holidays brighter for families in need, this holiday season it means more to us than ever before,” said Cathy Cooper, Senior Director of Community Partnerships and Giving at Meijer.

Many Shop with a Hero events looked a little different this year, with officers shopping unaccompanied using wish lists or virtually accompanied by the children via video chat. But nothing would stop these heroes from spreading holiday cheer and continuing the beloved tradition.

“This year has been most difficult for members of our communities who were already vulnerable, which is why it is so important for us to continue to support them through these holiday shopping events,” Cooper said. “It brings us joy to know that we are doing what we can to make sure families across the Midwest have a happy holiday.”

For a taste of what these events were like this year, check out the McCordsville Police Department’s [video capturing their fun-filled experience](#) shopping our McCordsville, Ind. store.

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

<https://meijercommunity.com/2020-12-18-Meijer-Stores-Host-Fun-Filled-Holiday-Shopping-Events-for-Those-in-Need>