Thoughtful amenities make Meijer LPGA Classic a winner for families

The Meijer LPGA Classic for *Simply Give* is a major draw for golf fans and foodies, but it's also considered one of the best golf tournaments for family fun.

The family friendly amenities are a "best-kept secret" of the popular tournament that will be held June 15-18 at Blythefield Country Club, according to Renée Vought, a leader on the Meijer marketing team. She knows from experience after bringing her then-2-year-old daughter, Ophelia, to the Meijer LPGA Classic last year.

"I was blown away by the accommodations. I stayed at the event longer and brought my daughter back a second day because I didn't have to worry about where I was going to change her diapers. It was easy and convenient," said Renée, a 10-year Meijer team member and founder of Moms@Meijer, a subgroup of the Women@Meijer Team Member Resource Group.

This year's event will offer two Kimberly Clarke Family Care Areas on the course for nursing mothers and parents. One air-conditioned tent, next to Discovery Land, will include two private changing rooms and reclining chairs or rockers for moms to use while nursing, as well as an upgraded waiting area for kids and families. A new facility offering two additional lactation and changing stations will be located at the admissions tent.

Discovery Land offers young golf fans and their families an especially engaging on-course experience. The kids' destination features character visits, crafts, activities and snacks.

Event recognized for innovation

When the Family Care Area was added at the 2019 tournament, it marked the first time a tournament on the LPGA Tour placed rooms on the golf course specifically for lactation use and diaper changing. In response to this innovative approach to hospitality, the Meijer LPGA Classic was recognized as the Most Family Friendly on Tour during the Gold Driver Awards held by the LPGA tournament partners.

Attending the Meijer LPGA Classic is a summer tradition for many West Michigan families, so keeping families front of mind is part of planning the event each year. Kids ages 17 and under receive free general admission with a ticketed adult.

Those who attend and volunteer can take pride in knowing they are also making a difference. The tournament was created to raise funds to support families and individuals in need across the Midwest. Over the past nine years, the tournament has generated more than $8.5 million for our *Simply Give* food pantry partners across the Midwest.

"We were all really wonderfully delighted at the experience, from the food, the enrichment, the golf, and the connections with the community, other Meijer team members and their families," Renée said.

Additional assets available online: Photos (2)

https://meijercommunity.com/2023-04-25-Thoughtful-amenities-make-Meijer-LPGA-Classic-a-winner-for-families