

Meijer Launches "Good Deal Day\$" -- A New One-Week Savings Event Across the Entire Store

New event features deep discounts on items Midwest families actually shop for this time of year — boots, comfy pajamas, holiday gifts, and everyday essentials

GRAND RAPIDS, Mich., Oct. 5, 2026 / [PRNewswire](#)/ -- Meijer today announced Good Deal Day\$, a one-week savings event running Wednesday, Oct. 7, through Tuesday, Oct. 13, featuring hundreds of limited-time deals spanning nearly every department in the store.

"We've been neighbors with our customers for more than 90 years, so we know what fall looks like in the Midwest," said Don Sanderson, Chief Merchandising & Marketing Officer at Meijer. "Good Deal Day\$ brings real savings to the things families actually need, from boots and pajamas to toys and diapers to the small appliances and gifts that are already showing up on holiday lists — all in one week, all under one roof."

Featured discounts include:

- 25% off select MAGNA-TILES, Tonies, Play-Doh, Squishmallows, NERF, Melissa & Doug, and Kinetic Sand products
- 20% off select LEGO® Duplo, DREAMZzz, NINJAGO, and Friends building sets
- \$250 off select LG televisions
- 40% off select family, juniors', and young men's apparel
- 40% off select boots and hikers for the family
- 60% off select Carter's sets
- Buy one, get one 40% off select diapers and wipes
- Up to \$70 off select small appliances
- BOGO select Finish Dishwasher Pods, BOGO50 select Purina treats, BOGO with mPerks on select Dove and Nexxus hair care products

Customers do not need to do anything special or unique to take advantage of these discounts as they will already be reflected in the on-shelf price, on Meijer.com, and the Meijer app. Like always, Meijer customers have multiple ways to shop, including in-store, pickup, or home delivery. More details are available at Meijer.com.

About Meijer: Meijer is a privately owned, family-operated retailer that serves customers at more than 500 supercenters, grocery stores, neighborhood markets, and express locations throughout the Midwest. As the pioneer of the one-stop shopping concept, more than 70,000 Meijer team members work hard to deliver a friendly, seamless in-store and online shopping experience featuring an assortment of fresh foods, high-quality apparel, household essentials, and health and wellness products and services. Meijer is consistently recognized as a Great Place to Work and annually donates at least 6 percent of its profit to strengthen its communities. Additional information on the company can be found by visiting newsroom.meijer.com.

SOURCE Meijer

For further information: Susan Nemes, 616-724-7751, meijermediahotline@meijer.com

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

