

We have a long history of supporting the [West Michigan Sports Commission](#) (WMSC) through programs like the Meijer State Games. So, when they came to us with the opportunity to be the new naming sponsor for their community sports complex in Rockford, Mich., we were quick to get on board.

Today, we revealed the [Meijer Sports Complex](#) – WMSC’s flagship baseball/softball complex.

“Meijer has always supported youth and amateur sports and the related health and economic benefits that come from these activities,” Meijer President & CEO Rick Keyes said. “This partnership represents our commitment to enriching lives in the communities we serve. The complex is already a staple in the lives of many West Michigan families and we look forward to seeing it continue to bring joy and spirited competition to the community for years to come.”

We’re passionate about supporting the complex not just because of its overarching impact in the community, but because of its inclusivity. The Meijer Sports Complex houses one of only nine Miracle League fields in the state, allowing West Michigan children with disabilities to play baseball as part of the Miracle League in a space designed just for their needs.

“At Meijer, one of our core values is treating people with dignity and respect, which in this case, means ensuring that every child has the opportunity to play baseball in a safe and fun environment,” Rick said. “We have a long history of supporting organizations serving people with disabilities, including the Miracle League, so that aspect of this complex makes this contribution even more meaningful to us.”

Since opening its doors in 2015, the complex has attracted more than 96 events and 170,105 visitors with an economic impact for Kent County of more than \$28 million. We’re pleased to have our name associated with an institution driving such strong economic impacts in our own backyard, in addition to the joy it brings to the West Michigan community.

“I can’t think of a more fitting partner when it comes to giving to Michigan – and especially West Michigan – than Meijer. We look forward to a long and productive partnership,” said Mike Guswiler, President of the West Michigan Sports Commission.

Additional assets available online: [\(3\)](#)

<https://meijercommunity.com/Inclusive-Community-Baseball-Complex-Renamed-Meijer-Sports-Complex>