

Spreading Holiday Cheer in Detroit with the Lions, Tigers and Red Wings

Lions and Tigers and ... Red Wings ... oh my! Detroit sports teams partnered with our stores to make the holiday season bright for area children.



Presents from the Pride

Students from the Detroit Lions Academy enjoyed a holiday party at Ford Field that included lunch, a book fair, and a visit from Santa. Every student received presents from their wish list and Lions winter gear.



Shop with a Lion

Another event with the Lions featured the football stars shopping alongside some very lucky children in a Meijer store. Twenty children from the Detroit [Downtown Boxing Gym](#)'s free after-school program were invited to "Shop with a Lion" at our Grand River Ave. store in Detroit. There, they had the once-in-a-lifetime chance to hang with Lions players, members of the cheer team, and the Lions mascot Roary. Each child received \$250 in Meijer gift cards to purchase items for themselves and their families during the event.



Hometown Holiday Assist

Summer met winter when the Detroit Tigers and Detroit Red Wings teamed up for their annual Hometown Holiday Assist, presented by Meijer. One hundred children and their families from Downtown Boxing Gym were invited to Comerica Park and Little Caesars Arena for a festive experience including food, gifts, holiday-themed crafts and ice skating. Each child received a bat and ball set from the Tigers, a mini hockey set from the Red Wings, a holiday gift from Meijer and a gift basket full of household items.

"Getting to share such a special holiday memory with families in our communities is always an honor," said Meijer East Detroit Market Director

Raed Kildani. "We're pleased to join forces with the Lions, Tigers and the Red Wings again this year to add some extra magic to the holiday season."