



N E W S R E L E A S E

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Meijer Toy-Giving Programs Brighten Holidays for Thousands of Children

**More than 100 Meijer stores participate in “Shop with a Hero” and “Toys for
Tots” programs**

Grand Rapids, MI – In partnership with vendors, local government agencies and the U.S. Marines Toys for Tots program, Meijer stores throughout the Midwest have helped thousands of underprivileged kids enjoy a happy holiday season this year.

“There is no better example of Meijer’s core values than our efforts to help children during the holiday season,” said Stacie Behler, vice president of communications for the Grand Rapids, Mich.-based supercenter retailer. “We are a family company, so it makes us very happy that we can help so many kids during a time of the year that means so much to children.”

Since late November, most Meijer stores have hosted programs that provide toys to children in need. These include opportunities for kids to shop with police officers and firefighters, as well as programs allowing local schools and groups to shop for items to be donated to local Toys for Tots programs.

In most cases, Meijer donates gift cards for underprivileged kids to use on their own holiday shopping sprees, during which they shop for themselves and their families. These cards are provided by Meijer and Meijer vendors such as Pepsi. More than 3,500 kids participated in these programs in Michigan, Ohio, Indiana, Illinois and Kentucky during the last month. In total, Meijer has provided nearly \$400,000 to support these programs in 2007.

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Meijer is a Grand Rapids, Mich.-based retailer that operates 181 supercenters throughout Michigan, Indiana, Illinois, Ohio and Kentucky. As the inventor of the “one-stop shopping” concept, Meijer stores have evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive electronics departments, garden centers and apparel offerings. For additional information and to shop for more, go to www.meijer.com.