



**N E W S R E L E A S E**

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## **Meijer Honored by Michigan Primary Care Association for Leadership in Promoting Health of Michigan Residents**

*Free antibiotic and pre-natal vitamin programs help millions of Meijer customers*

Lansing, Mich. – Grand Rapids-based retailer Meijer received the Legacy of Leadership Award in recognition of its free antibiotic and free pre-natal vitamin programs. The award was presented during the 29<sup>th</sup> Annual Distinguished Service Awards luncheon of Michigan Primary Care Association (MPCA), the nonprofit membership organization that represents Community Health Centers and other community-based providers in Michigan.

“The Michigan Primary Care Association Legacy of Leadership Award annually recognizes the performance of exemplary leadership to benefit Michigan Community Health Center patients, many of whom are low-income and/or uninsured,” said Kim Sibilsky, Executive Director, MPCA. “Just as health care at Michigan Community Health Centers is available to everyone regardless of ability to pay or insurance status, so are antibiotic and pre-natal vitamin prescriptions through Meijer. MPCA and our 32 member Health Centers applaud the company’s ground-breaking initiatives to help improve the health of Michigan residents.”

Meijer launched its free “no strings attached” antibiotics program in October 2006 to benefit customers throughout the Midwest. Two years later, 2.7 million prescriptions for leading oral generic antibiotics have been filled free of charge, saving Meijer customers more than \$45 million. The program places a special focus on prescriptions most often filled for children.

This past June, Meijer launched a second program to fill, free of charge, doctors’ prescriptions for pre-natal vitamins for women who are pregnant or planning to have children. This pre-natal vitamin program is just one more way Meijer is helping families stay healthy, especially during these difficult economic times. Already, more than 50,000 free pre-natal vitamin prescriptions have been given away, saving customers in excess of \$700,000.

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“Meijer is thrilled to receive this recognition and validation of our free antibiotic and pre-natal vitamin programs from such an important organization,” said Mark Murray, president of Meijer. “As we approach the three million free prescription milestone, we are also thrilled to see a more than 1300 percent increase in our prenatal prescription fill rate since we launched the program. Meijer’s focus is always on the well being of our customers. These programs truly provide an important benefit to residents of Michigan as well as Meijer customers throughout the Midwest.”

Through either the free antibiotic or pre-natal vitamin programs, any Meijer customer, regardless of insurance or co-pay, can take their antibiotic or pre-natal vitamin prescription to any Meijer pharmacy and receive their prescribed antibiotics or pre-natal vitamins free of charge.

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**About Meijer:** Meijer is a Grand Rapids, Michigan, based retailer that operates 185 supercenters throughout Michigan, Ohio, Indiana, Illinois, 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. Additional information on Meijer and the ability to shop for more can be found at [www.meijer.com](http://www.meijer.com).

**About Michigan Primary Care Association:** Michigan Primary Care Association has been the voice for Community Health Centers and other community-based providers in Michigan since 1980. It is a leader in building a healthy society in which all residents have convenient and affordable access to quality health care. MPCA’s mission is to promote, support, and develop comprehensive, accessible, and affordable quality community-based primary care services to everyone in Michigan. For more information, please visit [www.mPCA.net](http://www.mPCA.net) or call 517.381.8000.