



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

FOR IMMEDIATE RELEASE

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### **Meijer Announces Holiday Food Pantry Donation Program**

#### **“Simply Give” program to provide thousands of bags of groceries To help feed the hungry in Meijer Communities**

Grand Rapids, Mich. – November 6, 2008 – Supercenter chain Meijer has launched a holiday donation program to benefit 185 local food pantries in the communities where its stores are based. The announcement was made today by Hank Meijer, Co-Chairmen and CEO of the Grand Rapids, Mich.-based retailer.

“With so many people facing difficult times in our communities, we felt compelled to go above and beyond our normal holiday giving,” said Meijer. “The need for food donation has never been greater and we hope our customers will join us in helping to feed the hungry in our local communities this holiday season.”

Beginning this week, Meijer customers can participate in the “Simply Give” program by purchasing a \$10 Meijer Food Pantry Donation Card at special displays throughout the store, as well as inside Meijer gas stations and convenience stops. The \$10 amount reflects a typical bag of groceries at Meijer. The donation cards purchased by Meijer customers will then be converted into Meijer Gift Cards and given to the local Food Pantry selected by each store.

In addition to the gift cards donated by Meijer customers, Meijer will donate \$100,000 in gift cards to help the participating food pantries stock their shelves for the holiday season. Meijer’s \$100,000 gift will be divided among the participating food pantries.

Each food pantry card has a description of the program with a thank you message. Upon purchasing the donation, the customer keeps the food pantry card. In the event a Meijer customer would like to make a donation on someone’s behalf as a holiday gift, each food pantry card has a blank space to indicate that a donation was made in name of someone as a gift.

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The program officially began this week and will continue through December 24. Meijer stores will present each local food pantry with an initial donation of gift cards the week of December 7 to help them prepare for the holiday need. The December 7 gift card donation will include each food pantry's share of Meijer's \$100,000 donation, plus whatever amount has been contributed by Meijer customers to that point.

Upon completion of the program on December 24, Meijer will donate the additional gift cards contributed by Meijer customers since the initial donation on December 7.

Meijer donates more than six percent of its net profit annually to a broad group of charities and organizations throughout the five states where its stores are located. The Meijer food pantry donation program drills down even deeper by ensuring the benefit is recognized in the very community where the specific Meijer store is located.

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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).

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