



NEWS RELEASE

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Meijer's "Simply Give" program helps re-stock Macomb Food Program, affiliated pantries

MOUNT CLEMENS, Mich. – With local food banks facing shortfalls this spring, supercenter chain Meijer is re-launching its *Simply Give* food donation program to help restock the shelves of local food pantries, including the Macomb Food Program and its affiliated pantries. The announcement was made by Hank Meijer, co-chairman and CEO of the Grand Rapids, Mich.-based retailer.

“The need to re-stock and replenish our local food banks and food pantries is greater than ever, so we are encouraging our customers to join us again in reaching out to lend a helping hand to those in need,” said Meijer. “We’re committed to making a difference in all the communities where we do business, and this is just another example of the importance we place on being an active member of the community.”

The program, which runs through May 30, encourages Meijer shoppers to purchase a \$10 Meijer Food Pantry Donation Card at special displays throughout the store, as well as inside Meijer gas stations and convenience stops. The donation cards will then be converted into Meijer Gift cards and given to the local food pantry selected by the store. (The \$10 amount reflects a typical bag of groceries at Meijer.)

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Meijer again is seeding the program with an overall donation of \$100,000 in grocery gift cards that will be divided equally among all the participating food pantries. As part of the program, each Meijer store selected one local food pantry to receive its donations. There are nine Meijer stores in Macomb County participating in the program (see list at end of news release).

“When one dollar is donated or received in fund-raising efforts, we are able to purchase more than 7 pounds of food – enough to supply a hungry person with at least two days of emergency food,” said Sue Figurski, director of the Macomb Food Program. “A \$10 donation will provide nearly 24 days of food for an individual.”

Upon purchasing the *Simply Give* donation, the Meijer customer keeps the food pantry card. If he or she would like to make a donation on someone’s behalf, each food pantry card has a blank space to indicate that a donation was made in the name of someone as a gift. Meijer plans on presenting the total donations to each local food pantry by early June, when food banks and pantries expect greater demand for services after schools close for the year.

The program first was introduced in November 2008 in all markets served by Meijer. The program ran throughout the holidays and raised nearly \$300,000 for local food pantries, as Meijer customers donated \$187,000 and Meijer contributed \$100,000 in grocery gift cards to 185 local food pantries.

Meijer donates more than 6 percent of its net profit annually to a broad group of charities and organizations throughout the five states where its stores are located. The *Simply Give* program ensures the benefit is recognized in the community where the specific Meijer is located.

About Meijer

Meijer is a Grand Rapids, Mich.-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.

About the Macomb Food Program

The Macomb Food Program is a community non-profit, 501(c)(3) organization that is administered by the Macomb County Community Services Agency. The food program was started in 1975 by the Macomb Inter-Agency Council in response to the prevalence of hunger among families and individuals in Macomb County. The Macomb Food Program works with 55 food pantries throughout Macomb County that distribute emergency food to people in need. In 2008, more than 35,000 households consisting of nearly 91,000 people requested emergency food from the Macomb Food Program’s network of pantries – a 20 percent increase in requests compared with the previous year. A typical meal provided to needy people consists of about 1 pound of food per person. For more information, visit

www.macombcountymi.gov/MCCSA/food.htm

Meijer stores in Macomb County and their designated food pantry/program

Meijer-Chesterfield Township / St. Mary’s Food Pantry in New Baltimore
Meijer-Washington Township / Samaritan House
Meijer-Lenox Township / Richmond Community Food Pantry
Meijer-Sterling Heights / Sterling Heights Food Pantry
Meijer-Roseville / St. Margaret of Scotland Church in St. Clair Shores
Meijer-Shelby Township / Macomb Food Program
Meijer-Clinton Township / Macomb County Rotating Emergency Shelter Team (MCREST)
Meijer-Fraser / St. Ephrem Church in Sterling Heights
Meijer-Warren / Warren Goodfellows

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