



For Immediate Release

Contact: Christina Fecher, 616-735-7968
Christina.Fecher@meijer.com

May 14, 2018

Meijer LPGA Classic for *Simply Give* Sets \$1 Million Donation Goal for Year Five

Previous four tournaments generated more than \$3.1 million for retailer's Simply Give program

GRAND RAPIDS, Mich. – Representatives with the Meijer LPGA Classic for *Simply Give* have set a \$1 million goal for the fifth annual tournament to donate to the Meijer *Simply Give* program.

To date, the previous four tournaments have generated more than \$3.1 million for *Simply Give*, which stocks the shelves of the retailer's food pantry partners across the Midwest.

"The Meijer LPGA Classic has made an incredible impact on our hungry neighbors these past few years, and we know we can continue that momentum next month with the community's help," Meijer LPGA Classic Executive Director Cathy Cooper said. "The community has been such a strong supporter of our tournament, and its focus on feeding the hungry, that we are confident we will reach our \$1 million goal."

Meijer started its *Simply Give* program in November 2008, and has since generated more than \$37 million for its food pantry partners. The contributions donated as a result of the Meijer LPGA Classic are due, in large part, to the generous Meijer customers who attended the tournament week events, and the sponsors who helped make the event a success.

Proceeds from the 2018 Meijer LPGA Classic for *Simply Give* will be split among the retailer's more than 235 food pantry partners participating in the spring *Simply Give* campaign. The spring campaign kicked off May 13, and will end June 17.

The 2018 Meijer LPGA Classic will host a full field of 144 of the best women golfers for 72 holes of stroke play over four days of competition. Proceeds from the tournament – and each of the week's festivities – will once again benefit the Meijer *Simply Give* program that restocks the shelves of food pantries across the Midwest. The 2017 tournament raised \$1 million for local food pantries through *Simply Give*.

To follow the Meijer LPGA Classic before, during and after tournament week, please post about your experience and share your pictures on social media using the hashtags #forehunger, #SimplyGive and #MeijerGives.

For more information on the Meijer LPGA Classic for *Simply Give* or to purchase tickets, please visit meijerLPGAclassic.com.

To view a video featuring the 2017 Meijer LPGA Classic, please visit <https://youtu.be/XLMIQZWp78c>.

About Meijer: Meijer is a Grand Rapids, Mich.-based retailer that operates more than 235 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer has a fundamental philosophy aimed at strengthening the communities it serves and proudly donates more than 6 percent of its net profit each year to charities throughout the Midwest. With hunger as a corporate philanthropic focus, Meijer partners with hundreds of food banks and pantries through its *Simply Give* and food rescue programs. Meijer also supports education, disaster relief, and health and wellness initiatives. For additional information on Meijer philanthropy, please visit www.meijercommunity.com. Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at www.facebook.com/meijer.

About Blythefield Country Club: Located just north of Grand Rapids, Blythefield has been providing families the best golf and social experience in West Michigan since 1928. With the Rogue River flowing through, Blythefield boasts one of the most beautiful championship layouts in Michigan. Previously, Blythefield has hosted the 1953 Western Amateur, the 1961 Western Open, won by Arnold Palmer, and the 2005 Western Junior won by Rickie Fowler. Beginning in 2014, Blythefield is honored to host the Meijer LPGA Classic. Learn more about Blythefield Country Club at www.blythefieldcc.org.

###