



Meijer LPGA Classic presented by Kraft Reveals #GRgyle

Tickets On Sale Now

GRAND RAPIDS, Mich. (June 10, 2014) – The Grand Rapids community has been looking for answers for weeks surrounding the red argyle and the #GRgyle hashtag that have painted the downtown area, intriguing residents and passersby. Well, the answers have finally arrived.

Representatives from Meijer and the LPGA at a press conference today revealed that the Meijer LPGA Classic presented by Kraft was the culprit behind the mystery.

“The red argyle was a fun way for the tournament to reintroduce itself to Grand Rapids and create intrigue within the community,” Tournament Director Lesley Baker said. “We know Meijer works hard to engage the community, so this tease campaign was a great opportunity to invoke interest that we expect will continue throughout tournament week.”

Meijer launched its #GRgyle campaign on May 9 that included posting photos on [Twitter](#) and [Instagram](#) of red argyle socks at iconic locations and establishments around the greater Grand Rapids area, including at the Gerald R. Ford Museum, Rosa Parks Circle, and even the Holland Tulip Time Festival. The retailer also peppered the downtown with red argyle posters, featuring #GRgyle and the date “08.07.14,” which represents the first day of championship play for the inaugural Meijer LPGA Classic presented by Kraft.

The campaign generated its share of social media chatter and curiosity. For example, @the_tim_hoffman tweeted “@GRgyle is the new exciting mystery in my life,” while @MI_turnaround tweeted “@GRgyle, what is GRgyle? P.S. Nice socks.” @GRgyle responded with “@MI_turnaround it’s a secret for now but we’re spilling the beans in June. Make sure to check back! #argylesecrets #GRgyle.”

The LPGA Tour event will host a full-field of 144 players playing 72 holes of stroke play over four days of competition at Blythefield Country Club. The tournament marks the tour’s first stop in Michigan since 2000 when the Oldsmobile Classic in East Lansing ended its 9-year-run, as well as the first annual golf event in Michigan’s Lower Peninsula since 2009 when the PGA Tour hosted the Buick Open in Grand Blanc.

Tickets are now available [online](#): General admission weekly tickets cost \$35 apiece; general admission daily tickets cost \$15 apiece; and a limited number of upgraded daily reserved tickets cost \$50 apiece. The upgraded ticket provides admission on a specified day to a premium viewing area on the 17th green and access to discounted food and beverages. Kids, ages 17 and under, will receive free admission with a ticketed adult.

“As a retailer, we know our customers are looking for quality products at affordable prices, and the Meijer LPGA Classic is no exception to our way of thinking,” Meijer President J.K. Symancyk said. “Ticket prices have been set to encourage families to join us as we welcome the best women golfers in the world to Grand Rapids while increasing awareness to the rising problem of hunger.”

The driving mission of the Meijer LPGA Classic presented by Kraft is focused on feeding the hungry and improving the quality of life within the region with all proceeds benefiting the retailer’s Simply Give program. The Simply Give program has generated more than \$9 million for food pantries in the communities it serves.

Along with the golf tournament, the Meijer LPGA Classic will feature several events in the Grand Rapids area, beginning Aug. 4. Details are still being worked out, but please visit www.MeijerLPGAClassic.com for information on those events, volunteer opportunities and to purchase tickets.

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About Meijer *Simply Give*

Meijer is a family-owned retailer based in Grand Rapids, Mich. with a fundamental philosophy aimed at strengthening the communities it serves. Meijer operates 208 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois and Kentucky, 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.meijer.com. Follow Meijer on Twitter @twitter.com/Meijer and @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.

About the LPGA (Ladies Professional Golf Association)

The LPGA is the world's leading professional golf organization for women. Founded in 1950, the association celebrates a diverse and storied membership with more than 2,300 members representing more than 30 different countries. With a Vision to inspire, empower, educate and entertain by showcasing the very best of women's golf, LPGA Tour Professionals compete across the globe, while dedicated LPGA Teaching and Club Professionals (T&CP) directly impact the game through teaching, coaching and management. The Symetra Tour consistently produces a pipeline of talent ready for the world stage. The LPGA is headquartered in Daytona Beach, Florida. Follow the LPGA on its television home, Golf Channel, and on the web via: www.LPGA.com, www.facebook.com/lpga.official, www.twitter.com/lpga, and www.youtube.com/lpgavideo.

About Octagon Global Events

Octagon Global Events is a division of Octagon, the world's largest sports and entertainment representation and marketing agency. Octagon Global Events focuses on premium event/property management, providing strategic corporate solutions. The division currently manages two Champions Tour events, two LPGA Tour events and the Toyota Texas Bass Classic. For more information, visit <http://www.octagonglobalevents.com>.