



Meijer LPGA Classic presented by Kraft Opens Volunteer Registration *Retailer ramps up the tournament with more volunteers, larger purse*

GRAND RAPIDS, Mich. (March 24, 2015) – After a successful [inaugural tournament](#) that boasted more than 700 volunteers, the Meijer LPGA Classic presented by Kraft opened volunteer registration one month earlier than last year in hopes of attracting even more volunteers for this year's tournament.

The retailer also worked with its tournament sponsors to increase last year's \$1.5 million purse to \$2 million.

"We are dedicated to making the Meijer LPGA Classic presented by Kraft a notable stop on the LPGA tour," Meijer President J.K. Symancyk said. "The community really embraced the tournament last year, and we look forward to partnering with the LPGA to make every aspect even better."

The Meijer LPGA Classic presented by Kraft will host a full field of 144 players playing 72 holes of stroke play over four days of competition July 20-26 at Blythefield Country Club. With Grand Rapids, Mich.-based Meijer as title sponsor, the driving mission of the tournament is focused on feeding the hungry and improving the quality of life within the region. The tournament will coincide with the retailer's *Simply Give* program, which has generated nearly \$14 million for food pantries in the communities it serves.

"Hosting the top women golfers in the world would not be possible without the help of the hundreds of volunteers needed to make every aspect of the tournament run seamlessly," said Lesley Baker, tournament director of the Meijer LPGA Classic presented by Kraft. "We were overwhelmed by the positive support we received from the community last year, and this year we need even more."

The event will need an estimated 800 volunteers, ranging in responsibilities from marshals and standard bearers to transportation and assisting the media. Volunteers can indicate their first, second and third choices, and will be assigned to a committee on a first-come, first-served basis.

The volunteer fee is \$55 and includes two official tournament golf shirts, one tournament hat, a volunteer badge valid for weeklong tournament access and parking, four weekly grounds tickets for guests of the volunteer's choice, an invitation to the annual volunteer appreciation party, and meals and beverages during assigned shifts.

For volunteer registration, please visit meijerlpgaclassic.com/volunteers to register.

To view a video recapping the inaugural Meijer LPGA Classic presented by Kraft, please visit <http://newsroom.meijer.com/meijer-lpga-simply-give-video>.



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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 213 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 meijercommunity.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. In 2014, Blythefield hosted the inaugural Meijer LPGA Classic presented by Kraft. 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>.