



## Meijer LPGA Community Concert presented by General Mills Announces Talent

*OneRepublic set to take the stage in a week full of events*

**GRAND RAPIDS, Mich. (April 1, 2015)** – The Meijer LPGA Classic presented by Kraft has partnered with General Mills to provide a community concert featuring OneRepublic on July 25 at Van Andel Arena®, tournament officials announced today.

Fans will recognize OneRepublic's hit, "Counting Stars," which is the title track on their most recent album *Native*. Other notable tracks from *Native* include "Love Runs Out," "I Lived," and "If I Lose Myself."

"This year's Meijer LPGA Classic presented by Kraft will once again bring top talent – on the stage and the golf course – to Grand Rapids," Meijer President J.K. Symancyk said. "We are pleased to partner with General Mills once again this year, and believe the community will embrace the opportunity to hear the musical talents of OneRepublic."

Concert tickets will go on sale in early May at [meijerLPGAclassic.com](http://meijerLPGAclassic.com) and will start at \$25 each. Applicable ticket fees will apply.

With Grand Rapids, Mich.-based Meijer as the 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 raised nearly \$14 million for food pantries across the Midwest since its inception in November 2008.

Similar to last year, proceeds from the tournament – and each of the week's festivities including the community concert – will benefit the *Simply Give* program. The [inaugural Meijer LPGA Classic presented by Kraft](#) raised \$600,000 for the *Simply Give* program to feed those in need.

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 21-26 at Blythefield Country Club.

For more information on the Meijer LPGA Classic presented by Kraft or to volunteer please visit [meijerLPGAclassic.com](http://meijerLPGAclassic.com).

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

To view a video on the Meijer hunger relief efforts, including *Simply Give*, please visit <http://newsroom.meijer.com/meijer-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](http://meijercommunity.com). Follow Meijer on Twitter @twitter.com/Meijer and @twitter.com/MeijerPR or become a fan at [www.facebook.com/meijer](http://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](http://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](http://www.LPGA.com), [www.facebook.com/lpga.official](http://www.facebook.com/lpga.official), [www.twitter.com/lpga](http://www.twitter.com/lpga), and [www.youtube.com/lpgavideo](http://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>.

### **About Van Andel Arena**

Van Andel Arena is managed by SMG. Founded in 1977, SMG provides management services to more than 230 public assembly facilities including convention and exhibition centers, arenas, stadiums, theaters, performing arts centers, equestrian facilities, science centers and a variety of other venues. With facilities across the globe, SMG manages more than 15 million square feet of exhibition space and more than 1.5 million sports and entertainment seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre opening services for such landmark facilities as McCormick Place & Soldier Field in Chicago, Moscone Convention Center in San Francisco, Houston's NRG Park and the Mercedes-Benz Superdome in New Orleans. SMG also offers food and beverage operations through its concessions and catering company SAVOR, currently serving more than 130 accounts worldwide.