



## **Meijer LPGA 5k Run & Walk presented by Kellogg's® Brings the Community Together with Multiple Challenges** *Registration Now Open*

**GRAND RAPIDS, Mich. (April 27, 2015)** – The Meijer LPGA 5k Run & Walk presented by Kellogg's® seeks to bring the community together by featuring multiple competitive challenges for corporations, schools, members of the media, families and individuals.

The race will once again be powered by Gazelle Sports, and will start at 8 a.m. July 25 at Rockford High School. It will include a complimentary breakfast provided by Kellogg's®.

“The race is really another way to get the community involved with the Meijer LPGA Classic presented by Kraft, and ultimately help increase awareness around hunger in the communities we serve,” Meijer President J.K. Symancyk said. “Tournament week will offer something for everyone, and this year we wanted to kick the race up a notch by incorporating fun, yet competitive challenges for the community.”

“The great thing about the Meijer LPGA 5k Run is you don't have to be a professional athlete to take part. Anyone can run a 5k,” said Dathan Ritzenhein, a Rockford, Mich. native and professional long-distance runner who placed 7<sup>th</sup> in the 2015 Boston Marathon. “Building off the success of last year's inaugural event, the 5k is a great way to get the whole family involved in a healthy lifestyle, receive free tickets to the tournament, and help feed those in need.”

Each participant will receive a Meijer LPGA 5k Run & Walk presented by Kellogg's® shirt, and two daily tickets to the golf tournament, valid for any one day Tuesday through Sunday.

### ***Community 5k Run & Walk***

The cost to participate is \$15 per person, ages 17 and younger, and \$25 per person, ages 18 and older. Strollers are welcome at the event.

The top three runners in each age group will receive \$500, \$250, and \$100 in Meijer gift cards, respectively.

### ***Community Challenges***

The cost to participate on a team is \$150 per team. The top five finishers in each team will be scored.

- **Corporate:** Local corporations are encouraged to put together a team of five to 10 runners.
- **School:** Meijer will donate the entry fees for up to 10 teams of high school students. Each team must include five to 10 runners.
- **Media:** Meijer will donate the entry fees for up to five teams of members of the media. Each team must include five to 10 runners.

Winners of the community challenges will receive a \$1,000 donation to the Meijer *Simply Give* program in their team's name.

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 5k Run & Walk – will benefit the *Simply Give* program.

“As runners, we all understand the value of nutrition as it relates not only to our health, but our performance,” said Greg Meyer, a professional long-distance runner from Rockford, Mich. who won the Boston Marathon in 1983. “Helping to provide nutrition to families in need offers them a greater likelihood of being healthy and productive in the community. I hope all area runners and walkers will help support the Meijer *Simply Give* program by joining me and Dathan Ritzenhein in the Meijer LPGA 5k.”

Registration for the Meijer LPGA 5k Run & Walk presented by Kellogg's® is now open at [meijerLPGAclassic.com](http://meijerLPGAclassic.com).



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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](https://twitter.com/Meijer) and @[twitter.com/MeijerPR](https://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](http://www.facebook.com/lpga), [www.twitter.com/lpga](https://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>.