

For Immediate Release

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Discovery Land Added to Enhance Meijer LPGA Classic Experience for Kids

Kids area to feature Nickelodeon, Hasbro, Universal Studios & STEM activities

GRAND RAPIDS, Mich. – The Meijer LPGA Classic for *Simply Give* will once again engage young golf fans at Blythefield Country Club with an enhanced Kid’s Center – *The Discovery Land* – that will feature *Nickelodeon, Hasbro, Universal Studios* and STEM-related activities and characters.

Discovery Land is free to anyone with a ticket to the Meijer LPGA Classic. Children, 17 and under, get into the tournament free with a ticketed adult.

“The Meijer LPGA Classic will truly be a destination for kids and families with the addition of Discovery Land this year,” said Cathy Cooper, Executive Director of the Meijer LPGA Classic. “We will have so many fun activities, as well as character appearances from Paw Patrol and SpongeBob.”

Discovery Land will be located between 11 Tee and 16 Fairway, near the Grand Taste and Grand Taste Garden, and will be open from 10 a.m. to 4:30 p.m. June 13-17. It will give young fans the opportunity to participate in many hands-on experiences and activities throughout the week, including:

- STEM Programming run by the STEM Squad at Camp Blodgett on June 14
- Nerf, Jenga Pass, PlayDoh, Pie Face and more games provided by Hasbro
- Photo opportunities with Paw Patrol and SpongeBob characters
- Universal Studios
- Nickelodeon
- A 40-foot long putting experience
- LPGA player autograph sessions
- A Father’s Day card-making station

Additionally, children 17 years and under, are invited to participate in the free, two-hour junior clinic that will feature fun activities, games and group instruction by LPGA professionals and local golf pros. The Meijer LPGA Junior Clinic will be held at noon June 12 at Egypt Valley Country Club. To register for the Junior Clinic, visit meijerLPGAclassic.com.

“Our partners for the Meijer LPGA Classic’s new Discovery Land are a great addition to this year’s event,” Cooper said. “We are excited to work alongside so many great organizations as we focus on providing meaningful experiences, and hopefully inspire some future golfers.”

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*. In total, the four tournaments have generated more than \$3.1 million for the Meijer *Simply Give* program.

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.

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