

# Meijer Continues Long Tradition of Community Giving During the Holiday Season

For more than 90 years, we've dedicated ourselves to supporting local communities. One of the many ways we stay true to that commitment is through our in-store holiday shopping events, which bring together our teams and community members to spread cheer for families in need.


For decades, these highly anticipated events have brought joy to communities across our six-state footprint. In the last 10 years, we've hosted more than 1,750 events, partnered with more than 560 organizations and impacted more than 5,200 families.

Our stores across the Midwest partner with local 'heroes' – such a law enforcement, firefighters, local and professional sports teams and other groups – with children and families in need. Together, they embark on a shopping adventure creating lasting memories that carry into the holiday season.

The presence of local heroes adds a unique dimension to the event. For children, it's a thrilling and inspiring experience. These heroes not only help them pick out gifts but also share stories, offer guidance, and serve as role models. The bonds formed during this event often extend beyond the holiday season, fostering a sense of trust and admiration between the youth and their local heroes.

By connecting local heroes with those in need, the event creates lasting memories, strengthens community ties, and spreads holiday cheer. As it continues to grow, it serves as a shining example of what can be achieved when we come together to support one another.

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Additional assets available online:  [Photos](#) (5)

<https://stage.mediaroom.com/meijersocial/2025-12-22-Meijer-Continues-Long-Tradition-of-Community-Giving-During-the-Holiday-Season>