



FOR IMMEDIATE RELEASE

Media Contact: Geoffrey Webb
(413) 781-1650 ext. 137
gwebb@rockys.com

**ROCKY'S ACE HARDWARE FIRST ANNUAL
PET FOOD DRIVE A HUGE SUCCESS
Neighborhood Stores Collect Over 4,000 Pounds of Food for Shelters**

Springfield, MA (January 3, 2011) – Rocky's Ace Hardware, a family-owned business with 33 neighborhood based stores is proud to announce the results of their first annual pet food drive. Well over two tons (4,000 lbs.) of pet food along with beds, leashes, treats, toys and cleaning supplies were collected and delivered to local animal shelters.

Each of the 33 Rocky's Ace Hardware stores partnered with an area Humane Society or Shelter to collect food this Holiday Season for the much forgotten and unfortunate animals in our own community. "The outpouring from our customers was really heartwarming. The collection total well surpassed our expectations. All of us at Rocky's extend sincere thanks to our neighbors who gave so generously" said Rocco Falcone, president and CEO.

Here is how the program worked: Customers made donations of much needed pet food at their local Rocky's Ace Hardware store. The stores collected all donations and drove them to their locally chosen charity. Nutro Pet Foods helped kick start the program with a donation of \$1,500 worth of premium dog and cat food. Donations were delivered directly to the Shelter or Humane Society on or about December 23, 2011.

"Our team members really got behind this worthwhile campaign, encouraging our customers to support the drive. The results speak for themselves; our neighbors truly care for the homeless and abandoned animals in their community. We have now established a target to outdo for next year" added Rocco Falcone.

About Rocky's Ace Hardware

Rocky's Ace Hardware, headquartered in Springfield, MA; operates 33 stores in Massachusetts, Connecticut, New Hampshire, Rhode Island and Florida. The neighborhood paint, hardware, garden center and pet store chain has been in continuous operation, under the same family ownership, since the first store opened in Springfield, MA in 1926. For more information, please visit www.rockys.com.