



Rocky's Ace Hardware is proud to recognize National Independent Retailer Month

This July, Rocky's advocates shopping local and supporting your community

[Rocky's Ace Hardware](#), a family-owned business with neighborhood-based stores in six states, will join the movement to support local businesses during the month of July in honor of "National Independent Retailer Month."

"We encourage people to shop independent retailers year-round and to use July as a time to celebrate the independent retailers," said Rocky's Ace Hardware President and CEO Rocco Falcone. "These retailers help build our economy and create more sustainable cities, towns and communities."

National Independent Retailer Month is a shop-local campaign that runs annually throughout July encouraging consumers to shop at independent retailers, highlighting their positive social and economic impact on a local, national and global scale.

Research courtesy of indieretailermonth.com showed that a dollar spent at an independent retailer is usually spent 6 to 15 times within the community; therefore just \$1 can create \$5 to \$14 of value in the immediate area. Each \$100 spent at local independent retailers generated \$45 of secondary local spending, compared to \$14 for a big-box chain, according to [The Institute of Local Self-Reliance](#).

Aside from partnering with local businesses in their communities, Rocky's has undertaken annual charitable ventures including the "Love Your Pet" fundraiser for the Thomas J. O'Connor (TJO) Animal Control and Adoption Center and their store "round-ups" to benefit Children's Miracle Network (CMN) hospitals.

"Independent retailers are our neighbors, friends and family," continued Falcone. "Independent retailer month reminds you to help support them and your community."

Celebrate National Independent Retailer Month by visiting a locally-owned Rocky's Ace Hardware or visit rockys.com.

About Rocky's Ace Hardware

Rocky's Ace Hardware, your neighborhood store for paint, hardware, lawn & garden and pet supplies, has been in continuous operation, under the same family ownership, since opening its first location in Springfield, MA in 1926. From one modest store to now over 32 convenient locations throughout Connecticut, Florida, Maine, Massachusetts, New Hampshire and Rhode Island, Rocky's has become one of the country's largest Ace Hardware dealers, noted for its exceptional customer service and vast product selection. For more information, visit rockys.com. For more information, visit rockys.com.

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