



**FOR IMMEDIATE RELEASE**

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**NEW ROCKY'S STORE GRAND RE-OPENING IN GREENVILLE, RI  
Special Weekend Event – Saturday and Sunday, April 2 and 3, 2016**

Springfield, MA (March 24, 2016) – Rocky's Ace Hardware, a family-owned business founded in 1926, proudly announces the Grand Re-Opening of our Greenville, Rhode Island store on Saturday, April 2nd. Special, one day only and weekend buys will be available to shoppers starting at 8 a.m. Other highlights include several exciting prize giveaways including gift cards, a grill, gift baskets and more; plus representatives from popular manufacturers will be on hand to answer questions and demonstrate their products. The store is located at 633 Putnam Pike (Route 44) in Greenville, RI.

The Grand Re-Opening event continues with a unique board cutting ceremony which will begin promptly at 9 a.m. Local officials will join key new store development individuals alongside our President and CEO, Rocco Falcone II, in the official re-opening of the store. Unlike some stores that signify their opening by cutting a ribbon with a pair of scissors; Rocky's takes a chainsaw to a 2x4!

The Greenville based hardware store has been serving the greater Smithfield, Rhode Island area since the early 1900's. Rocky's Ace Hardware acquired the store in April of 2015.

"We have served the New England market continuously since 1926. Now we are proud to reveal a brand new store to supply the community's needs" said Rocco Falcone, president and CEO.

The new 13,500 square foot store was extensively renovated to enhance the shopping experience. The store reflects the new concept of Rocky's, since it is so much more than just a hardware store.

Shoppers will find offerings in the cutting-edge store like the all new Paint Studio featuring Valspar and Clark + Kensington paints in addition to a full selection of Benjamin Moore paint products and Cabot stains. Also new, is an extensive selection of

Craftsman quality lawnmowers, power and hand tools along with mechanics tools and storage solutions. The store boasts a full line of Husqvarna outdoor power equipment for both homeowners and landscapers. Other featured brands include: Toro, Scotts, Weber, Big Green Egg, Yeti Coolers, DeWalt and more. The all new store also has full line of pet food and related products. The traditional hardware, electrical and plumbing departments, serving both the consumer and contractor alike, have all been expanded. Additionally, there is a complete lawn and garden care center and propane services.

“We invite everyone to come into the new Rocky’s,” added Falcone. “We have been known for our exceptional service for 90 years and our knowledgeable staff in Greenville is on hand to help shoppers through any home related project.”

The Rocky’s team members have been trained and certified in areas of customer service and product knowledge, assuring each and every customer a superior shopping experience. Rocky’s invites everyone to the celebration on Saturday, April 2nd.

### **About Rocky’s Ace Hardware**

Rocky’s Ace Hardware, headquartered in Springfield, MA; operates 35 stores in Massachusetts, Connecticut, New Hampshire, Rhode Island, Maine and Florida. The neighborhood paint, hardware and garden center 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](http://www.rockys.com).