



For Immediate Release:

June 21, 2011

Rocky's Hardware to Donate to Tornado Relief

Rocky's Hardware is reaching out to help our neighbors in the communities affected by the recent tornados.

On Tuesday June 14th, Rocky's Hardware held a Tornado Relief event in all of its Massachusetts stores to support local tornado victims. Rocky's Ace Hardware donated 10% of all product sales that day directly to the Salvation Army Tornado Relief Fund. Through the event and coupled with customer cash donations Rocky's raised nearly \$13,000.

It is our honor to present the funds to The Salvation Army as part of our continued commitment to the community. A brief presentation ceremony will be held this Friday, 10:30am in our store located at 40 Island Pond Rd in Springfield, MA.

Rocco Falcone, President of Rocky's Hardware stated, "We are so pleased to be able to help our neighbors in their time of need and will continually support our friends as they rebuild their lives. We are also so thankful for the generosity of our loyal customers who stepped up and donated to this great cause."

Rocky's Hardware original location opened in 1926 at the corner of Main and Union Streets in Springfield and was completely destroyed in the tornado.

Rocky's Hardware is a family owned business founded 85 years ago in the south end of Springfield, MA. Rocky's offers full lines of products to meet Hardware, Paint, and Lawn and Garden needs. Rocky's has grown to include stores serving the Northeast and Florida with headquarters in Springfield, MA. Visit www.Rockys.com for additional information and a complete listing of locations.

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