



**FOR IMMEDIATE RELEASE**

Media Contact: Geoffrey Webb  
(413) 241-5237  
gwebb@rockys.com

**ROCKY'S ACE HARDWARE PROUDLY ANNOUNCES THE SIXTH ANNUAL  
HOLIDAY PET FOOD DRIVE  
Neighborhood Stores Partner To Help Community Shelters**

Springfield, MA (November 22, 2016) – Rocky's Ace Hardware, a family-owned business with neighborhood based stores in six states is proud to announce their partnership in joining together with its' customers to help homeless and abandoned pets. The drive runs now through December 23, 2016.

Each of the Rocky's Ace Hardware stores have 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 drive has become an annual tradition here at Rocky's. It's a fantastic opportunity for concerned individuals to help innocent animals without having to make a separate trip to their area Animal Shelter or Humane Society" said Rocco Falcone, president and CEO. "Over the last several annual drives, Rocky's and our concerned customers have managed to donate over sixteen tons of much needed food and supplies to worthy organizations. We want to ensure that we keep with that tradition of giving back to the communities we serve." Falcone added.

Here is how the program works: Customers make donations of much needed pet food at their local Rocky's Ace Hardware store, specially marked signs and a collection basket will guide customers to the collection area. The stores, will then in turn collect all donations and drive them to their locally chosen charity. Donations will be delivered directly to the Shelter or Humane Society on or about December 24, 2016.

Last year, the fifth annual pet food drive resulted in a new record collection of over 14,700 pounds of food plus over \$6,000 worth of toys, pet beds and other needed accessories, along with cleaning supplies being donated to a long list of worthy humane

societies and animal shelters. “This year our goal is top that impressive total, with each subsequent drive we have had the sincere pleasure to increase the amount donated, thereby helping even more neglected animals.” Said Geoffrey Webb, Director of Marketing and Advertising.

Besides pet food, shelters all welcome cleaning and other day-to-day necessities. “For the convenience of our customers, we have posted a listing of frequently requested supplies at each of our locations,” Webb added.

Take a look below to find the many fine organizations that will receive yours and Rocky’s support:

**Connecticut:**

Sadie Mae Foundation, Rocky’s in Vernon

**Florida:**

Dogs and Cats Forever , Rocky’s in Port St. Lucie

Furry Friends Adoption & Clinic, Rocky’s in Tequesta

The Kane Center, Rocky’s in Stuart

Peggy Adams Animal Rescue League, Rockys in Wellington

**Maine:**

Coastal Humane Society in Brunswick Maine, Rogers by Rocky’s in Bath

**Massachusetts:**

Agawam Friends of Homeless Cats and The Thomas J. O’Connor Shelter, Rocky’s in Agawam

Bellingham Animal Shelter, Rocky’s in Bellingham

Dakin Pioneer Valley Humane Society, Rocky’s in South Hadley and Palmer

Fairhaven Animal Shelter, Rocky’s in Fairhaven

Forever Paws Animal Shelter, Rocky’s in Fall River

Hilltop Humane Society, Rocky’s in Randolph

MSPCA at Nevins Farm, Rocky’s in Concord

Medfield Animal Shelter and Purr-Fect Cat Shelter, Rocky’s in Millis

Medfield Animal Shelter, Rocky’s in Walpole

Merrimack Valley Animal Shelter, Rockys in North Andover  
Norfolk County Humane Society, Rocky's in Canton  
Northeast Animal Shelter, Rocky's in Middleton  
Scituate Animal Shelter, Rocky's in Pembroke  
Sterling Animal Shelter, Rocky's in Northborough and Fitchburg  
Second Chance Animal Shelter, Rocky's in Worcester  
Thomas J. O'Connor Shelter and Concerned Citizens For Animals, Rocky's in Island  
Pond Road, Springfield; and Ludlow  
Thomas J. O'Connor Shelter, Rocky's in Liberty Street, Springfield and East  
Longmeadow  
Worcester Animal Rescue League, Rocky's in Holden  
Westfield Animal Shelter and Feline Friends, Rocky's in Westfield

**New Hampshire**

Cocheco Valley Humane Society, Rocky's in Dover  
Concord-Merrimack County SPCA, Rocky's in Concord

**Rhode Island**

Smithfield Animal Shelter, Rocky's in Greenville

Please stop by your neighborhood Rocky's Ace Hardware and give generously this year. Join us in helping feed these needy homeless and abandoned pets. Find out specific store locations and hours at [www.rockys.com](http://www.rockys.com).

**About Rocky's Ace Hardware**

Rocky's Ace Hardware, headquartered in Springfield, MA; operates stores in Maine, 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](http://www.rockys.com).