



FOR IMMEDIATE RELEASE

Media Contact: Geoffrey Webb
(413) 781-1650 ext. 1137
gwebb@rockys.com

**ROCKY'S ACE HARDWARE ANNOUNCES THIRD ANNUAL
HOLIDAY PET FOOD DRIVE
Neighborhood Stores Help Community Shelters**

Springfield, MA (November 22, 2013) – Rocky's Ace Hardware, a family-owned business with 32 neighborhood based stores is proud to announce their partnership with Nutro Pet Foods in joining together with its' customers to help homeless and abandoned pets. The drive runs now through December 23.

Each of the 32 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.

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. Nutro Pet Foods has partnered with Rocky's in donating over \$1,500 worth of premium dog and cat food to kick start the program. Donations will be delivered directly to the Shelter or Humane Society on or about December 24, 2013.

Last year, the second annual pet food drive resulted in over 6,500 pounds of food and many toys, pet beds and other needed accessories being donated to a long list of worthy humane societies and animal shelters. "This year our drive has been lengthened by one week, every year we increase the amount donated, thereby helping even more

neglected animals, still, this year we will strive to surpass last years' collection" Said Geoffrey Webb, Director of Marketing and Advertising.

Look at our listing below by state to find the many fine organizations that will receive yours and Rocky's support: First you will find the name of the charity and then the Rocky's drop-off location(s) serving that Shelter or Humane Society. Please give generously.

Connecticut:

Connecticut Humane Society, Newington Branch, Rocky's in Wethersfield
Our Companions, 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

Massachusetts:

Agawam Friends of Homeless Cats, Rocky's in Agawam
Animal Rescue League of N. Dartmouth, Rocky's in Fairhaven
Bellingham Animal Shelter, Rocky's in Bellingham
Dakin Pioneer Valley Humane Society, Rocky's in South Hadley, Hadley, Palmer,
Liberty St., Springfield and Ludlow
Fitchburg Animal Rescue, Rocky's in Fitchburg
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, Rocky's in Millis and Walpole
Merrimack Valley Animal Shelter, Rockys in North Andover
Norfolk County Humane Society, Rocky's in Canton
Thomas J. O'Connor Shelter, Rocky's in Island Pond Road, Springfield and East.
Longmeadow
Scituate Animal Shelter, Rocky's in Pembroke
Sterling Animal Shelter, Rocky's in Northborough
Worcester Animal Rescue League, Rocky's in Holden and Worcester

Westfield Animal Shelter, Rocky's in Westfield

New Hampshire

Cocheco Valley Humane Society, Rocky's in Dover

Concord-Merrimack County SPCA, Rocky's in Concord

Rhode Island

Bristol Animal Shelter, Rocky's in Middletown

Please stop by your neighborhood Rocky's Ace Hardware and join us in helping feed these needy homeless and abandoned pets. Find out specific store locations and hours at www.rockys.com.

About Rocky's Ace Hardware

Rocky's Ace Hardware, headquartered in Springfield, MA; operates 32 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.