

Ace Hardware Honors Fallen Heroes with 1 Million American Flags Donation

Retailer partners with the VFW for Memorial Day tributes

May 20, 2024

Please see the following release from Ace Hardware.

OAK BROOK, Ill. – [Ace Hardware](#) is collaborating with the Veterans of Foreign Wars (VFW) once again this year to honor the brave men and women who made the ultimate sacrifice for our country by giving away 1 million American flags nationwide on Saturday, May 25.

Consumers who visit a participating Ace store on May 25 will receive a free 8” x 12” American flag.* A second flag will be donated to a local VFW Post to be used for marking and honoring veterans’ graves this Memorial Day.

“Ace is proud to be a part of this nationwide effort to distribute flags to our customers and to the VFW to help honor our fallen heroes on Memorial Day,” said Kim Lefko, Chief Marketing Officer, Ace Hardware. “With Ace stores easily accessible to millions of Americans, we wanted to step up and provide a way for our customers and our store owners and associates to pay tribute to our military men and women who made the ultimate sacrifice for our country.”

“Memorial Day is the most sacred of days,” said VFW National Commander Duane Sarmiento. “We’re proud to team up with Ace as we remember and honor those who’ve fallen in defense of our great country. This effort helps to ensure our fallen service members are never forgotten.”

Last year, over 500,000 American flags were given away to customers at Ace stores nationwide. In addition, Ace sent 562,000 flags to more than 1,700 VFW Posts for

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placement on veterans' graves.

"The American flag giveaway aligns with Ace Hardware's long history of supporting veterans nationwide," added Lefko. "Ace's very name is a commemoration of the "flying aces," the courageous fighter pilots from World War I. Ace's patriotism continues through the support of its veteran retailers, and the sincere appreciation for all the veterans and active-duty military who work in Ace stores, distribution centers, and its corporate offices."

*Flags will be available at participating Ace stores while quantities last. Limit one 8" x 12" flag per customer. No purchase necessary.