

For Immediate Release

Contact: Rachel Machacek

rachel@acehardwaredc.com

202-549-0171



Waverly Ace Hardware Announces Grand Opening Celebration!

New hardware store brings home-maintenance and improvement experts to the historic Waverly neighborhood in Baltimore.

Baltimore, MD (September 4, 2009) – Waverly Ace Hardware celebrates its **Grand Opening on September 12th (9 a.m. to 6 p.m.) and 13th (10 a.m. to 5 p.m.)** with a fun-filled weekend packed with great deals and giveaways including:

- **20% off the entire store** (excludes power tools, grills and appliances)
- **Weber Grill raffle (\$250 value)**
- **Free Hot Dogs and Refreshments**
- **Fall-Planting Workshops with Starter Kit for \$10 (\$25 value)**
(Workshops start at 12 noon both days)
- **Buy One Key, Get One Free**
- **Free Samples of our Fave Products (Mrs. Meyer's, Bona floor care system)**
- **Half-Price Paint Pod Samples**

Waverly Ace officially opened its doors on May 17, 2009, and occupies the old post office at 601 Homestead Street, a spacious brick building with 8,000 square feet stocked with more than 20,000 home-maintenance and improvement items.

With a dedication to hands-on customer service, the space is a nod to the nostalgia of the walk-to neighborhood hardware store before big-box enterprises dotted the landscape. And as gridlock makes it increasingly difficult to travel to the Home Depots skirting the

city, the store is a boon to the greater Waverly area and surrounding neighborhoods (Charles Village, Guilford and Oakenshawe), as well as local college campuses, including The Johns Hopkins University, College of Notre Dame of Maryland, Loyola College in Maryland and Morgan State University.

“We’re really happy to be here and part of the many neighborhoods that make up Baltimore,” said John Elliott, who is part owner with Washington, DC-based hardware entrepreneurs Gina Schaefer and Marc Friedman. “The reception we’ve had has been wonderful—our neighbors are very enthusiastic,” he added.

As the group has grown their business, the focus has been on underserved communities that value small local business. “When we started looking in North Baltimore for a new location, we saw a lot of potential for growth and opportunity in Waverly,” Schaefer said. “We met some of the community members who really made us feel like they would embrace a local business.”

Waverly Ace, a member of the Greenmont Business Association, is the second store in Baltimore for the trio and the sixth store for Schaefer and Friedman, who invested in the Ace Hardware co-operative as independent retailers in 2003. Since then, the husband-wife team has helped anchor several communities with their down-home brands, including Logan Hardware, Glover Park Hardware, Tenley Town Ace Hardware and 5th Street Ace Hardware in DC and Federal Hill Hardware in Baltimore.

Waverly Ace Hardware is located across the street from the Giant grocery store at 601 Homestead Street, Baltimore, and has plenty of free parking. Store hours: Monday to Friday 8 a.m. to 8 p.m.; Saturday 9 a.m. to 6 p.m.; Sunday 10 a.m. to 5 p.m.

###