

# Ace Hardware Honors Fallen Heroes with 1 Million American Flags

## Ace teams up with the VFW to give away 1 million American flags for Memorial Day tributes

May 12, 2021

**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 29, 2021.

Consumers who visit a participating Ace store on May 29th 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 one of the most important days of the year as we recognize and honor the service and sacrifice of our nation’s fallen heroes,” said VFW National Commander Hal Roesch. “Teaming up with patriotic and compassionate companies like Ace Hardware help to ensure our fallen service members are never forgotten.”

Last year, 535,000 American flags were given away to customers at Ace stores nationwide. In addition, Ace sent 535,000 flags to more than 2,000 VFW Posts for 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

### NATIONAL HEADQUARTERS

406 W. 34th Street  
Kansas City, MO 64111  
Office 816.756.3390  
Fax 816.968.1157

### WASHINGTON OFFICE

200 Maryland Ave., N.E.  
Washington, D.C. 20002  
Office 202.543.2239  
Fax 202.543.6719

info@vfw.org  
www.vfw.org

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.