

Contact: Michelle Leopold, Mom/CMO

 Laurel Ace Hardware

 415/302-4055 cell

 michelle@standard5n10.com

# 101-Year-Old Laurel Ace Hardware Grows UP🡹

#### *Community Celebration October 28-29-30*

#### Oakland, California (October 18, 2022) – Covid protocols prevented Laurel Ace from celebrating their 100th Birthday in 2021, but The Laurel District’s 1921 hardware store will instead celebrate their 101st Birthday in October 2022. The community is invited to a three-day celebration October 28-29-30, offering free birthday cupcakes, product samples, and Halloween treats. The store will also hold power tool and grill demos, fundraisers and outreach events for beloved community organizations, and will offer daily specials and deep discounts on select items inside and outside the landmark Laurel merchant.

#### Laurel Ace has operated continuously on the Oakland street now known as MacArthur Blvd. since 1921. With over a century of experience helping their Laurel District neighbors, the beloved mom & pop hardware store now offers more merchandise and helpful customer service to Laurel neighbors than any other time in their history, with multiple improvements since current management took over in 2017. Most recently, the store converted the 2nd floor storage area of the 1950s building to shopping space, doubling the retail area at the landmark Oakland hardware store.

Celebrating both their 101st birthday and the new 2nd floor retail space, the “Laurel Ace Grows UP🡹” celebration will kick off on Friday 10/28/22 at 7am with an all-day fundraiser for their local UCSF Oakland Children’s Hospital, and a Milwaukee Power Tools Demo on the 2nd Floor from 10-1.

Saturday’s celebration includes Weber Grill tips & sampling from 11-3, and tabling by the store’s Pinktober partners, Women’s Cancer Research Center from 3-6. Additionally, Laurel Ace will participate in The Laurel District’s (free) trick-or-treating along MacArthur Blvd. all day 10/29.

On Sunday, the store will hold a Fall Pollinator Event with Our Water Our World from 11am-2pm, encouraging customers to plant native plants that will bloom over the winter, from which our pollinators can forage. A local beekeeper will bring an observation hive and offer her local honey sampling and sales, and 10% of all live good sales will be donated to the Alameda County Beekeeper’s Association. Additionally, Green Mountain Grills will offer tips, tricks, and samples from their beloved line of pellet grills, from 11-3 on 10/30.

Saturday and Sunday’s celebrations also include a live remote and giveaways with KBLX Radio from 3-5 both days.

Customer coupons and more details of the stores’ three-day celebration are linked on the store website LaurelAce.com

Cont’d

“We’re delighted to celebrate and give back to our community in this big way,” shared Michelle Leopold, the “Mom” in the Mom & Pop Hardware Store. “After 101 years, Laurel Ace has finally grown UP, and we have three jam-packed days with many special offerings that we hope will reach all our customers of all ages and interests.”

Jeff Leopold, CEO and the Pop in the Mom & Pop Hardware Store, shared “We’re grateful to celebrate 101 years, and our new 2nd floor addition demonstrates our commitment to the community. We do plan on Laurel Ace being here for many decades in the future!”

“We were grateful for our neighbors’ support as an Essential Business during COVID,” added Troy Welch, the Pop & Grandpop in Laurel Ace, “and now it’s time to celebrate the ‘new normal’ as we celebrate Laurel Ace growing UP, our first celebration since the global pandemic.”

 “The response to our 2nd floor investment has been so positive by those who discover our expansion, but after 101 years on MacArthur, many neighbors still don’t know that there’s now a 2nd floor with more products upstairs,” stated Store Manager Andrew Ungs. “Our Laurel Ace team is delighted to welcome our neighbors and community upstairs, downstairs, and outside with the many offerings at the ‘Laurel Ace Grows UP’ event, and in the years ahead.”

Founded in 1921 as Key Route Hardware (when the neighborhood was known as Key Route Heights), Laurel Ace has remained family owned and operated over the past 101 years, residing in only two locations and being locally managed by only three families. The original 1921 owners managed the business through 1957, when it was purchased by the Vahlstroms. In 2017, Jeff & Michelle Leopold and their partner Troy Welch purchased Laurel Ace, and intend to keep the historic hardware store’s offerings relevant and valuable for the community, well into the future.

Laurel Ace has been part of the Ace Hardware cooperative for over 40 years. Over 5,000 individually owned and operated stores around the globe proudly call themselves Ace Hardware. The Cooperative members pride themselves on their unsurpassed tradition of being “Ace Helpful” – and the entire Laurel Ace team continues to uphold Ace’s pledge: *“helping you is the most important thing we have to do every day.”*

**# # #**