
Ace Hardware and VFW Continue Memorial Day Tradition with Annual Flag Giveaway

One million American flags to be distributed nationwide to honor fallen service members

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OAK BROOK, Ill., – Ace Hardware, the world’s largest hardware cooperative, and the Veterans of Foreign Wars (VFW) will continue their annual Memorial Day tradition by distributing one million American flags at participating Ace stores nationwide on Saturday, May 23, helping communities honor the service and sacrifice of fallen military members.

The first 240 customers at participating Ace stores will receive a free 8” x 12” American flag*, and for every flag distributed, a second flag will be donated to local VFW Posts to be placed on veterans’ graves in tribute this Memorial Day.

“Memorial Day is a time for communities to come together in memory of the brave men and women who gave their lives in service to our country,” said Kim Lefko, Chief Marketing Officer at Ace Hardware. “We are honored to continue this tradition with the VFW, helping families and neighbors pay tribute in a simple but meaningful way, while ensuring the sacrifices of our nation’s heroes are remembered.”

“This initiative is about so much more than just distributing the symbol of our nation; it is about ensuring that the true meaning of Memorial Day is visible in every neighborhood across America,” said VFW National Commander Carol Whitmore. “The VFW is proud to work alongside Ace hardware to help Americans honor the legacy of military service and sacrifice, one flag at a time.”

Over the past 8 years, Ace Hardware and the VFW have distributed more than 8 million American flags, helping families and communities honor fallen service members across the country.

To learn more about participating locations, visit **[Ace Hardware](https://www.acehardware.com/flag-giveaway)** (<https://www.acehardware.com/flag-giveaway>).

**American flags will be available at participating Ace stores to the first 240 customers. Limit one 8” x 12” flag per customer. No purchase necessary.*