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**WOODLEY PARK ACE HARDWARE OPENS NOVEMBER 2012**  
*Neighborhood hardware come to Connecticut Ave.*

Washington, DC (June 21, 2012) - Get your home-improvement projects ready Woodley Park! **Ace Hardware signed a lease today and is set to open November 2012 at 2616 Connecticut Avenue** in the former CVS space.

Woodley Park Ace is the sixth D.C. metro location for local entrepreneurs Gina Schaefer and Marc Friedman - the couple has three more stores in Baltimore that round out their retail group known as "A Few Cool Hardware Stores." The 3,800-squarefoot space will be built out using Ace's new "express" model, which caters to stores that are less than 4,000 square feet.

It's a perfect fit for the smaller storefronts along this section of Connecticut Ave. "For years, residents have asked us to open in Woodley Park, but it was never a good match for Ace's typical urban store model, which requires a larger footprint," said Schaefer, who first opened Logan Hardware in 2003. "We know the new model and the location's proximity to metro and bus lines will be perfect for this bustling community. Neighbors can pop in on their way to and from work and quickly get what they need."

The size won't hinder the group's product offering, which caters to customers looking for a little bit of everything. The store will house more than 20,000 products, including basic hardware, lawn & garden, plumbing, patio furniture & grills, pet supplies, and more. Customers will also benefit from a menu of specialty services like key cutting, tool rentals, paint matching and blade sharpening. Like all of the "cool hardware stores," Woodley Park Ace hopes to become the community's home-maintenance hub. "We can't wait to join the other businesses on Connecticut Ave. and meet all of our new residential neighbors and, of course, their dogs!" Schaefer said, noting that Woodley Park Ace is a dog-friendly establishment.

True to her "customer-first" philosophy, **Schaefer encourages future shoppers to join the (free) Founding Members program by emailing [founder@acehardwaredc.com](mailto:founder@acehardwaredc.com).** Founding Members get coupons to use when the store opens and an invitation to The Hardware Ball, the exclusive opening party.