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For Immediate Release

Florida State Champion, Age 10, Honored in Campaign Launch Event and Icon Reveal at Hagan Ace Hardware on San Jose Blvd in Jacksonville, FL

Wolfson Children's Hospital patient will be featured on all Ace Hardware Icons in the state of Florida as she heads to Orlando, Fla., and Washington, D.C., as the Children's Miracle Network Hospitals Champion

Jacksonville, FLA , September 27, 2011– Haley Richardson was the guest of honor at a fun-filled event yesterday as family, friends and representatives from Children's Miracle Network and Ace Hardware gathered at Hagan Ace in Jacksonville to unveil an icon featuring the Florida State Champion and to kickoff the National Ace Hardware icon campaign. The ceremony also helped kick off Haley's official involvement as Florida's Champion for Children's Miracle Network Hospitals®, a charity that raises funds for 170 children's hospitals across North America.

Haley, who was treated for osteosarcoma, also known as bone cancer, was recognized by the Hagan Ace Hardware store owner Bill Hagan, who presented Haley's family with a \$150 in-store gift card.

Community members unable to attend the send off event can still participate by supporting Haley and other children like her. From Sept. 28 through Oct. 31, customers at all participating Ace Hardware stores who make a donation of \$1 or more will receive a "Champion Icon" featuring Haley to sign which will be displayed in-store to raise additional awareness for the campaign.

In addition, from Sept. 28 through Oct. 3, each customer who makes a donation of \$1 or more will receive a \$5 coupon to redeem on a future visit at Hagan Ace Hardware. Customers can also purchase featured products from Procter & Gamble, another supporter of the Champions program. This year, Ace Hardware is celebrating its 20th anniversary as a Children's Miracle Network Hospitals supporter, having raised more than \$46 million for the charity since 1991.

The Children's Miracle Network Hospitals fundraising campaign taking place at participating Ace Hardware stores is part of the larger Children's Miracle Network Hospitals' Champions program. Each year, the organization designates a child from every state and Washington, D.C., who has been treated at an affiliate hospital for a serious injury or illness. These children become Champions and serve as ambassadors for Children's Miracle Network Hospitals during the

charity's annual *Celebration* event at Disney World in Orlando, Fla. Champions conclude their trip with a stop in Washington, D.C., to tour the city and visit the White House.

To learn more about the program and to read about Haley and other Champions' stories, please visit www.cmnhospitals.org/champions.

For more photos of this week's event, contact Nicole Mishko at nicole.mishko@jax.ufl.edu.

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About Children's Miracle Network Hospitals:

Children's Miracle Network Hospitals® raises funds for more than 170 children's hospitals across North America, which, in turn, use the money where it's needed the most. When a donation is given it stays in the community, helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of the organization's mission to save and improve the lives of as many children as possible. Learn more at CMNHospitals.org.

About Ace Hardware

For more than 85 years, Ace Hardware has been known as the helpful hardware store in thousands of communities across America. Customers depend on Ace to help them take care of their homes quickly and easily so they can get on with their lives. In 2011, Ace ranked "Highest in Customer Satisfaction among Home Improvement Stores for the Fifth Consecutive Year," according to J.D. Power and Associates. With 4,500 locally owned and operated hardware stores, Ace is the largest hardware cooperative in the industry. Headquartered in Oak Brook, Ill., Ace currently operates 14 distribution centers in the U.S. It also has distribution capabilities in Shanghai, China; Panama City, Panama; and Dubai, United Arab Emirates. Its retailers' stores are located in all 50 states and more than 60 countries. For more information on Ace, visit www.acehardware.com.

About the Ace Hardware Foundation

At Ace, we believe in giving back to the communities we serve. From busy and bustling cities to rustic and rural towns, we truly care about the communities in which we do business. This is why the Ace Hardware Foundation was established in 1991: to serve as an umbrella over the charitable fundraising efforts of Ace Hardware retailers, Ace Hardware Corporation and Ace vendors for the benefit of Children's Miracle Network Hospitals.