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**More Info:** (413) 205-5041

**FOR IMMEDIATE RELEASE** – West Springfield, MA

**Eastern States Exposition Announces Rocky's Ace Hardware as  
Big E Presale Ticket Partner**

Eastern States Exposition, home of The Big E, is excited to announce Rocky's Ace Hardware as its "Official Presale Ticket Partner of The Big E." Rocky's will now offer in-store ticket sales for the 2023 Big E.

ESE and Rocky's have developed a ticketing initiative that will allow fairgoers to purchase 2023 single day advance discount tickets for adults and children Aug. 11 – Sept. 13. Regular price admission tickets will be sold from Sept. 14 – Oct. 1. The twelve participating Rocky's locations are: Agawam, Springfield (Island Pond Road and Liberty Street), East Longmeadow, Westfield, Ludlow, Palmer, South Hadley, Worcester, Holden, and Northborough, Mass., and Vernon, Conn.

"ESE is proud to partner with Rocky's Ace Hardware," ESE President and CEO Gene Cassidy said. "They are an outstanding regional business that offers tremendous value to its customers."

Rocky's Ace Hardware has also been named the official hardware store of The Big E, and the exclusive sponsor of the Fair's Giant Slide, perfectly aligning the rich history of this iconic Big E feature and [Rocky's Ace Hardware](#), which has been in continuous operation under the same family ownership since opening its first location in Springfield, Mass., in 1926.

"The Big E is a Western Mass., and New England, institution," said Rocco Falcone II, President and CEO of Rocky's Ace Hardware. "Elevating our partnership with this great organization aligns with our plan to be the hardware store of choice in the markets we serve."

From one modest store to its current 48 convenient locations throughout Connecticut, Florida, Maine, Massachusetts, New Hampshire, New Jersey, Ohio, Pennsylvania and Rhode Island, Rocky's has become one of the country's largest Ace Hardware dealers, noted for its exceptional customer service and vast product selection.

The Big E takes place Sept. 15-Oct. 1, 2023. Visit [TheBigE.com](http://TheBigE.com) for a full schedule of events and to check out all the excitement on social media.

*Since 1916*