

Ace Hardware Launches Ace YardRx, Its First-Ever Subscription Service for Prescriptive Yard Care

Debuting on Groundhog Day, Ace YardRx Helps Homeowners Get a Head Start on Spring with Tailored, Seasonal Lawn Care Deliveries

OAK BROOK, Ill., Feb. 2, 2025 /PRNewswire/ -- [Ace Hardware](#), the world's largest retailer-owned hardware cooperative, announced today [Ace YardRx](#), a subscription service designed to deliver personalized yard care solutions directly to customers' homes. Unveiled on Groundhog Day, Ace YardRx helps homeowners prepare for the seasons ahead, setting a new standard in yard maintenance by combining convenience, expertise, quality products, and effective results at the retailer's best prices* year-round. With Punxsutawney Phil's shadowed prediction signaling six more weeks of winter, Ace Hardware, as the 'Official Yard Care Sponsor of Groundhog Day,' encourages homeowners to view the extended winter as the perfect opportunity to prepare for the warmer months with the help of Ace YardRx.

"We're excited to launch Ace YardRx, a new subscription service that delivers yard care directly to our neighbors' homes," said Kim Lefko, Chief Marketing Officer at Ace Hardware. "Groundhog Day is about looking ahead, no matter what the weather brings, and with Ace YardRx we're making it easy to do just that – prepare for the seasons to come with personalized product bundles delivered at the right time for a beautiful yard."

Introducing Ace YardRx

Ace YardRx is a prescriptive yard care program that meets the unique needs of every yard. Unlike one-size-fits-all solutions, Ace YardRx provides a tailored plan based on a customer's regional location, grass type, yard size and brand or application preferences. Key features include:

- **Lawn Care Made Easy:** Ace YardRx simplifies yard care. Local Ace "YardRx-perts" bring the right products for specific regions, delivered at the ideal time for maximum effectiveness at Ace's best price* of the season.
- **Personalized Solutions:** Whether a yard needs greener grass, less weeds, or fewer bugs,** Ace YardRx provides customized recommendations backed by trusted brands.
- **Convenient Delivery:** Seasonal treatments are delivered straight to customers' doors from their local Ace Hardware, at no additional cost.
- **Ace Hardware Quality:** Customers get reliable products, advice, and competitive pricing, all backed by Ace's commitment to customer satisfaction.

How Ace YardRx Works

Customers log into their [Ace Rewards](#) account, enter their address at [Ace YardRx](#) and receive a personalized package based on their location, yard size and grass type. Product recommendations include treatments for patch and repair, fertilizer, weed control, insect control and general seeding. Customers can also modify their program to address specific issues such as fungus, certain insects or weeds.

Once signed up, each seasonal product delivery includes the right products to achieve greener grass, less weeds and fewer bugs,** all at Ace's best price* of the season—guaranteed. With consistent use, treatments build on each other to create a healthier, thriving lawn season after season, year after year.

Ace YardRx: Sponsor of Groundhog Day Featuring Punxsutawney Phil's New NIL Deal

Ace Hardware is honored to announce Ace YardRx as the 'Official Yard Care Sponsor of Groundhog Day 2025,' alongside a groundbreaking NIL (name, image and likeness) deal with Punxsutawney Phil. For the first time in history, Phil is stepping into an all-new role as Ace's seasonal employee, embodying the brand's commitment to year-round yard care solutions. Whether Phil predicts six more weeks of winter or an early spring for years to come, Ace YardRx takes the guesswork out of yard care, ensuring greener, more vibrant lawns. Follow Phil's journey as he trains for his new role as a seasonal employee @acehardware on [Facebook](#) and [Instagram](#).

"For generations, people have counted on me to signal the changing seasons. It's a tradition built on timing and preparation," said Punxsutawney Phil, legendary groundhog and weather forecaster. "That's why I'm excited to join Ace Hardware as their honorary seasonal employee to help launch Ace YardRx. Just like me, Ace knows that the right tools and timing makes all the difference, and this new program gives homeowners just what they need to get their yards ready for the upcoming seasons."

To learn more and to get your Ace YardRx prescription, visit acehardware.com/aceyardrx.

**Ace Hardware's best price guarantee on Ace YardRx products during current calendar year. Excludes one-time add-ons.*

***Compared to untreated lawns.*

About Ace Hardware

Ace Hardware is the largest hardware cooperative in the world, serving more than 8,900 locally owned and operated stores and providing the best products, services, and operating methods to over 5,900 Ace retail stores in approximately 60 countries. Ace Hardware's family of brands includes Ace Hardware, Emery Jensen Distribution (EJD), and independent retailers worldwide. Headquartered in Oak Brook, Ill., Ace operates an expansive network of U.S. distribution centers, along with international capabilities in Ningbo, China, and Cuautitlán Izcalli, Mexico. Since 1924, Ace has been a part of local communities, known as the place with the helpful hardware folks. For more information, visit acehardware.com or newsroom.acehardware.com.

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