

Ace Hardware Steps Up to the Plate As MLB's Exclusive Hardware & Home Improvement Partner

New Three-Year Partnership Aligns America's National Pastime with the Iconic American Hardware Brand

Major League Baseball and Ace Hardware today announced a multi-year partnership that names Ace Hardware the Official Hardware and Home Improvement Retail Partner of MLB.

"We're excited to partner with Ace Hardware, another iconic American brand whose impact has been felt by consumers around the country," said Uzma Rawn Dowler, MLB Chief Marketing Officer & Senior Vice President, Global Corporate Partnerships. "Ace's commitment to convenience, quality and service within their local communities aligns perfectly with the values of our league and the passion of our fans."

"Ace and baseball have always been about more than just hardware or home runs," said Kim Lefko, Chief Marketing Officer at Ace Hardware. "For over a century, both Major League Baseball and Ace Hardware have been rooted in tradition, signaling the start of spring, bringing people together, and celebrating the spirit of community and family. That's what makes this partnership with Major League Baseball such a natural fit."

As part of the partnership, Ace Hardware will have a strong presence across MLB's media platforms through virtual signage and branded content during nationally televised and streamed games. MLB will further amplify the partnership across their digital and social media channels. Ace will also use the partnership to spotlight leading brands available at its stores showcasing a full lineup of products to help fans enhance their homes, yards, and game-day experiences.

Additionally, MLB and Ace Hardware are teaming up to launch **Yard Superstars presented by YardRx**, a dynamic brand engagement platform that celebrates baseball's most electrifying defensive plays—from outfield assists to sliding stops and home run robberies. Presented by YardRx, Ace Hardware's innovative new subscription service for prescriptive yard care, the platform draws a playful connection between elite yard work on the field and expert yard care at home. This signature program will engage fans across MLB's expansive media ecosystem—including MLB.com, MLB Network, and social and digital platforms—bringing the game's most spectacular defensive moments to viewers all season long.

For more information and ongoing updates on Ace Hardware and its involvement with Major League Baseball, visit www.acehardware.com.

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.

About Major League Baseball (MLB)

Major League Baseball (MLB) is the most historic professional sports league in the United States and consists of 30 member clubs in the U.S. and Canada, representing the highest level of professional baseball. Led by Commissioner Robert D. Manfred, Jr., MLB has achieved back-to-back attendance gains for the first time in 12 years with an overall increase of +11% and 80% of Clubs welcoming more fans over the last two seasons following extensive rule changes that have improved the quality of play on the field. With the 2024 season featuring the best time of game in 40 years and the most stolen bases in 109 years, MLB viewership increased across all its national media partners, grew international viewership by +18%, set another record for MLB.TV streaming with more than 14 billion minutes watched and earned League of the Year honors from Sports Business Journal and the CLIOS. As the league increased its marketing efforts and promotion of star players like 2024 NL MVP Shohei Ohtani and 2024 AL MVP Aaron Judge, MLB has significantly increased its younger fan base as evidenced through viewership, social media, ticket purchasing, and participation metrics. Through its MLB Together social responsibility efforts, MLB remains committed to making a positive impact in the communities of the U.S., Canada and throughout the world.

With the continued success of MLB Network, MLB digital platforms and local media production and distribution, MLB continues to find innovative ways for its fans to enjoy America's National Pastime and a truly global game. To learn more about MLB, please visit www.mlb.com.

Additional assets available online:  [Photos \(1\)](#)

<https://newsroom.acehardware.com/2025-04-14-Ace-Hardware-Steps-Up-to-the-Plate-As-MLBs-Exclusive-Hardware-Home-Improvement-Partner>