



PRESS RELEASE

Contact: Meghan Miller

(860) 669-8007

meghan@hallocks.com

www.hallocks.com

FOR IMMEDIATE RELEASE

Hallock's Appliances Celebrates Transition of Morrone Electric with Ribbon-Cutting Ceremony in Westerly

Community Event Honors Morrone Electric's Legacy While Introducing Expanded Resources and Services from Regional Appliance Retailer Hallock's Appliances

WESTERLY, R.I., June, 24, 2026 — Hallock's Appliances will host a ribbon-cutting ceremony on June 29 to celebrate the transition of Morrone Electric to Hallock's Appliances, marking a new chapter for one of Westerly's longest-standing appliance businesses. The transition combines Morrone Electric's decades of trusted local service with Hallock's Appliances' expanded resources, product selection, and regional presence, providing customers throughout southern Rhode Island and southeastern Connecticut with enhanced support while maintaining the same local team and commitment to service. Community members, local leaders, customers, business vendors, and representatives from the Ocean Community Chamber of Commerce and Greater Mystic Chamber of Commerce are invited to join the celebration honoring Morrone Electric's legacy and the future of Hallock's Appliances in Westerly.

Customers will continue to work with the same trusted local team they have known for years while benefiting from Hallock's expanded buying power, access to premium appliance brands, enhanced delivery and installation capabilities, and the support of a growing regional appliance retailer. Hallock's Appliances offers kitchen appliances, laundry appliances, refrigerators, ranges, dishwashers, grills, delivery, installation, and in-house appliance service throughout Rhode Island and Connecticut, providing customers with both personalized local service and expanded resources.

Honoring a Trusted Westerly Legacy

For decades, Morrone Electric has been a trusted name in the Westerly community. The transition to Hallock's Appliances preserves that legacy while creating new opportunities to better serve customers throughout the region.

"The name is changing, but our commitment to quality appliances, exceptional service, and community involvement remains exactly the same," said Gerry Vece, owner of Hallock's Appliances. "We're continuing as a family-run business that cares deeply about the communities we serve. By bringing multiple locations together under one brand, we're able to offer greater selection, more competitive pricing, and additional resources for our customers."

Expanding Service and Resources for Customers

"Customers will continue to receive the same hometown service they've come to trust, now backed by the resources of a larger organization," said Tara Vece, owner of Hallock's Appliances. "It's important to us to preserve the personal relationships and local service that have defined Morrone Electric for generations. It's truly big box pricing with small-town service."

Key benefits for customers include:

- Expanded access to leading appliance brands and product selection.
- Competitive pricing through increased purchasing power.
- Enhanced delivery and installation capabilities.
- Continued support from an experienced in-house service team.
- Expert guidance from knowledgeable local staff.
- A seamless customer experience across Rhode Island and Connecticut locations.

Community Ribbon-Cutting Celebration

The ribbon-cutting ceremony will take place on June 29 from 5:00 p.m. to 6:00 p.m. at Hallock's Appliances, 170 Main Street, Westerly, RI 02891. Community members are encouraged to attend and help celebrate this exciting milestone.

Guests attending the ribbon-cutting ceremony will have the opportunity to tour the showroom, meet the Hallock's Appliances team, connect with community leaders and

representatives from the Ocean Community Chamber of Commerce and Greater Mystic Chamber of Commerce, and learn more about the products and services available at the newly branded location.

To learn more about Hallock's Appliances, visit www.hallocks.com.

About Hallock's Appliances:

Hallock's Appliances, formerly Morrone Electric in Westerly, continues a legacy of trusted appliance sales and service dating back to 1929. Unified under the Hallock's Appliances name, the company combines generations of expertise with the same owners and team customers know and trust. This next chapter builds upon the growth of Shore Appliances, founded in 1957 and expanded by Gerry and Tara Vece throughout the Connecticut and Rhode Island shoreline region. Today, Hallock's Appliances offers refrigerators, ranges, dishwashers, laundry appliances, outdoor grills, expert guidance, flexible financing, professional delivery, installation, and in-house appliance service throughout Rhode Island and Connecticut.

