



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Hallock's Appliances Celebrates Clinton Ribbon-Cutting Ceremony

Former Shore Appliances Location Officially Becomes Hallock's Appliances, Honoring Nearly 70 Years of Family-Owned Service

CLINTON, CT, June 30, 2026: Hallock's Appliances will host a ribbon-cutting ceremony on Tuesday, July 7, at 10:30 a.m. to celebrate the official rebranding of its Clinton location from Shore Appliances to Hallock's Appliances. The event marks a new chapter for one of Connecticut's longest-standing independent appliance retailers while honoring nearly seven decades of family ownership, community involvement, and trusted customer service.

Nearly 70 Years of Serving Connecticut Homeowners

Founded in 1957, Shore Appliances earned a reputation as one of Connecticut's most trusted appliance retailers by helping generations of homeowners throughout Clinton and the Connecticut shoreline find quality appliances backed by knowledgeable, personalized service.

Today, the business continues under the leadership of second-generation owner Gerry Vece and third-generation owner Tara Vece, whose shared commitment to customer service and community has guided the company's continued growth throughout Connecticut and Rhode Island.

As Hallock's Appliances, the Clinton location remains the same family-owned business customers have trusted for decades now strengthened by a unified regional brand that brings together all company locations under one recognizable name.

Why Shore Appliances Rebranded as Hallock's Appliances

The transition from Shore Appliances to Hallock's Appliances reflects the company's continued growth and evolution.

Following the acquisition of Hallock's Appliance in Branford and Morrone Electric in Westerly, the Vece family made the decision to unify every location under the Hallock's Appliances name. Rather than operating multiple brands, the company now presents one consistent identity across Connecticut and Rhode Island, making it easier for customers to recognize the business while maintaining the hometown service each community has always known.

Customers will continue to work with the same familiar sales and service teams they know and trust while benefiting from expanded buying power, increased inventory, enhanced technology, and a broader selection of leading appliance brands.

"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."

The Same Local Team with Expanded Resources

Although the name has changed, customers will continue receiving the same personalized service from the experienced Clinton team they've known for years. Hallock's Appliances now offers customers access to:

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.

Kitchen Appliances, Laundry Appliances & Appliance Services Across Connecticut and Rhode Island

Hallock's Appliances offers a complete selection of kitchen appliances, laundry appliances, refrigerators, freezers, ranges, ovens, cooktops, wall ovens, microwaves, dishwashers, ventilation products, outdoor grills, and appliance accessories from trusted brands including GE Appliances, Café, Whirlpool, Maytag, KitchenAid, Bosch, LG, Frigidaire, Electrolux, Speed Queen, Weber and many more.

In addition to appliance sales, Hallock's provides professional appliance delivery, installation, haul-away services, financing, and factory-authorized in-house appliance repair throughout Connecticut and Rhode Island.

"As a third-generation owner, it's incredibly meaningful to continue growing the business my family started while staying true to the values that built it," said Tara Vece, third-generation owner of Hallock's Appliances. "Bringing all of our locations together under the Hallock's Appliances name allows us to better serve our customers while preserving the family-first approach that's been at the heart of our business since 1957."

Community Ribbon-Cutting Celebration

The ribbon-cutting ceremony will take place on July 7th from 10:30 a.m. to 11:30 a.m. at Hallock's Appliances, 11 East Main Street, Clinton, CT 06413. 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 members of the Madison Chamber of Commerce.

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

About Hallock's Appliances:

Hallock's Appliances is a family-owned and operated independent appliance retailer serving Connecticut and Rhode Island. Today, the company unites the legacies of Hallock's Appliances, Shore Appliances, and Morrone Electric under one trusted name while preserving the hometown service and family values each business was built on. Led by second-generation owner Gerry Vece and third-generation owner Tara Vece, Hallock's offers kitchen and laundry appliances, outdoor grills, professional delivery, installation, and factory-authorized in-house appliance repair from multiple showroom locations across the region.

