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**CONTACT:**

Margaret Skinner  
Director, Corporate Communications  
330-463-6705 | margaret.skinner@joann.com

## **Creating Christmas Traditions with Jo-Ann**

*Festive project ideas from Jo-Ann Fabric and Craft Stores make Christmas meaningful & merry*

**HUDSON, Ohio (October 10, 2011)** – Jo-Ann Fabric and Craft Stores, the leading fabric and craft specialty retailer in America, is celebrating Christmas with a new collection of sewing and crafting projects designed to inspire creativity and new holiday traditions among DIY enthusiasts. Handmade gifts, decor and keepsakes feature a festive red and white color palette and convey the jolly spirit of the season with classic motifs including snowflakes, poinsettias, holly and reindeer.

Jo-Ann recognizes that many families have long-standing traditions of creating handmade crafts and gifts for the holidays. This sense of camaraderie that brings friends and family together during this time of year helps make Christmas more special, memorable and meaningful.

“Christmas is a very busy time of year for our customers. They’re knitting scarves, making Christmas cards, sewing stockings and creating gifts for friends, family, co-workers and charities,” said Barbara Shears, director of consumer insights for Jo-Ann Fabric and Craft Stores. “The personal and handmade elements that are added to each celebration make Christmas more enjoyable for everyone.”

This year’s collection of keepsakes, gifts and crafts includes items to make and display every Christmas. Pillows decorated with Jo-Ann exclusive holly designs, a tree skirt embellished with fleece and felt poinsettias, and an elegant candlewick-embroidered table runner are among the home decor ideas to treasure each holiday season. A designer-inspired red and white scarf, holiday-themed dog accessories and beautifully decorated snowflake cookies are among the crafts that are a joy to make and give.

“The warmth and coziness of our new Christmas projects should inspire people to create handmade items for the holidays,” said Shears. “And with all the sewing, crafting and idea-sharing that will be going on, hopefully new holiday traditions will be made, too.”

For more products, projects and inspiration, visit your local Jo-Ann store or log onto [Joann.com](http://Joann.com).

### **About Jo-Ann Stores, Inc.**

Jo-Ann Fabric and Craft Stores, the nation’s largest fabric and craft retailer with locations in 49 states, was founded in 1943 as a single retail store. Today, more than 750 Jo-Ann stores across the country provide consumers with creative inspiration. For additional information, visit [www.joann.com](http://www.joann.com).

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