

FOR IMMEDIATE RELEASE



CONTACT:

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

JO-ANN FABRIC AND CRAFT STORES CELEBRATES NINE REMODELED LOCATIONS

Festivities October 13 through 15

HUDSON, Ohio (October 4, 2011) – Jo-Ann Fabric and Craft Stores, the leading fabric and craft specialty retailer in America, is celebrating nine newly remodeled locations on September 15. Sewers and crafters in these communities now have refreshed locations where they can shop, discover and save with a wide selection of merchandise and inspiration. From scrapbooking, sewing and knitting, to beading, cake decorating and more, these stores offer a vast assortment of crafting, floral and seasonal accessories, an extensive selection of fabrics for apparel, crafting, quilting, and home decorating, as well as home décor items. Join the celebration September 15 - 17 at the following locations:

CARBONDALE, IL | University Plaza Shopping Center, 1332 East Main Street
DUNBAR, WV | Fletcher Square, 9 Fletcher Square
TAVARES, FL | Village Market Place, 365 East Burleigh Boulevard
FAYETTEVILLE, NC | Cross Creek Plaza, 1800 Skibo Road
LAS CRUCES, NM | Pan America Plaza, 1711 East University Avenue
DOUGLASVILLE, GA | Douglas Corners Shopping Center, 9439 Highway 5
PEORIA, IL | Metro Shopping Center, 4700 North University Street
COLORADO SPRINGS, CO | First & Main Town Center, 3795 Bloomington Street

“As we remodel these Jo-Ann stores, we are pleased to offer our customers dynamic new product lines, enhanced in-store presentations, higher quality fabrics, and regionalized product offerings,” said Travis Smith CEO of Jo-Ann Stores, Inc. “Combined with the expertise of our store team members and project inspiration in every aisle, these remodeled stores will be a one-stop creative destination in their communities.”

Remodel Celebration festivities will begin Thursday, September 15 and run through Saturday, September 17 with doors opening at 9 a.m. each day. Among the exciting activities at each of these stores during the three-day celebration:

- **Enter to Win!** – Each day, two winners will be selected to receive a \$100 Jo-Ann gift card*
- **Great Giveaways!** – The first 50 guests each day will receive a \$5 Jo-Ann gift card
- **Free Reusable Tote Bag!** – Customers who spend \$25 or more each day will receive a free tote bag (while supplies last)
- **Teacher Appreciation Day** – All day Saturday; teachers receive 20% off their total purchase with current teacher ID
- **Free Jo-Ann Creative Demonstrations** – Each day starting at 11 a.m.** §
- **Learn with Jo-Ann** – Class open house on Saturday from 1 to 3 p.m.; save 50% on select classes**
- **Make It-Take It** – Kids can make a Crayola® craft to take home, Saturday, 11 a.m. – 3 p.m. (while supplies last)**

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. These remodeled stores represent eight of approximately 60 stores that will be remodeled this year. In addition, Jo-Ann Fabric and Craft Stores anticipates opening roughly 60 new locations across the country this year. For additional information, visit www.Joann.com.

*Contest open to legal U.S. residents who have reached age of majority. No purchase necessary. See store for complete details and rules.

** Except at Carbondale and Las Cruces locations.

§ Saturday only at Colorado Springs location.

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