

FOR IMMEDIATE RELEASE



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**Jo-Ann Fabric and Craft Stores Hosts  
the Wilton® Backyard Blast Cake Challenge**

*Cake-decorating activities to take place at participating stores on Saturday, June 11*

**HUDSON, OHIO (May 31, 2011)** – Jo-Ann Fabric and Craft Stores, the leading fabric and craft specialty retailer in America, is hosting an in-store competition for individuals who want to put their cake decorating talents on display and hopefully win a prize for their efforts.

The Wilton® Backyard Blast Cake Challenge event is Saturday, June 11 at participating Jo-Ann stores with classrooms. Cake Challenge contestants must bring an iced, undecorated cake and their own decorating supplies to the event. From 3:30 to 5 p.m., contestants can decorate their cakes in-store, using their imaginations to bring the backyard blast theme to life through their culinary creations.

From 5 to 6 p.m., Jo-Ann customers will vote for their favorite decorated cake. The cake with the most votes is the winner. One lucky winner per store will receive a \$25 Jo-Ann Gift Card for his or her masterfully decorated cake.

To be eligible to compete, contestants must reserve a space in any Jo-Ann store offering classes. Space is very limited for this event, so participants are encouraged to reserve their space prior to Saturday, June 11. Details and official rules regarding the Wilton® Backyard Blast Cake Challenge are available at each participating Jo-Ann store.

For more products, projects and inspiration, visit your local Jo-Ann store or log onto Joann.com.

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

Jo-Ann Fabric and Craft Stores, the nation's largest fabric and craft retailer with locations in 48 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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