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Jo-Ann Launches the 2011 *Quilt Your Colors* Quilt Contest

One grand-prize winner will receive \$5,000 cash along with other prizes

HUDSON, OHIO (August 16, 2011) – Jo-Ann Fabric and Craft Stores, the leading fabric and craft specialty retailer in America, is excited to announce the launch of the *Quilt Your Colors* quilt contest. Talented quilters can create a quilt then enter it in the contest for a chance to win a \$5,000 grand prize.

The 2nd-place prize is \$2,500, the 3rd-place prize is \$1,000, and 4th- through 10th-place prizes are \$100 Jo-Ann Gift Cards. The top three winners will each receive additional prizes. Winning entries will be chosen based upon workmanship, originality and level of detail. Based upon these judging guidelines, all contest participants are encouraged to take their quilting skills and talents to new creative heights by submitting their finest work.

“Quilting is a craft that brings people together and allows them to share their artistic passion,” said Jennifer Egnot, buyer for Jo-Ann Fabric and Craft Stores. “The *Quilt Your Colors* contest recognizes and rewards quilters for their remarkable talent and undeniable skill. It’s a great way to support and celebrate this community of creative individuals.”

Jo-Ann has an extensive selection of quilting fabrics both in-store and online, so quilters can shop for all the fabrics they need to create an award-winning quilt. “With fabrics from artists such as Susan Winget and Heidi Grace, along with premium fabrics from Stonehill Collection and Legacy Studio brands, we can’t wait to see the quilts our customers create with products from our stores,” said Egnot.

To enter the contest, participants must create a quilt using fabric purchased from a Jo-Ann Fabric and Craft store or from Joann.com. The contest is open to all legal U.S. residents 18 years of age or older. The contest starts on August 28, 2011 and ends on January 14, 2012. Residents of Maryland and Vermont are prohibited from entering the *Quilt Your Colors* contest.

For more information on how to participate in the *Quilt Your Colors* quilt contest, log onto Joann.com/quiltcontest.

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.

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