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JO-ANN FABRIC AND CRAFT STORES SPOTLIGHTS NEW STORE WITH PREVIEW NIGHT

*Special Event September 14 to celebrate second Jo-Ann Fabric and Craft Store in NYC area
Giveaways, Special Coupons and Lion Brand Fashion Show*

HUDSON, OH (September 13, 2011) – Jo-Ann Fabric and Craft Stores, the leading fabric and craft specialty retailer in America, is celebrating the grand opening of its second New York City-area store with a special Preview Night event September 14 from 6 – 9 p.m. Attendees will be treated to refreshments, giveaways and a Fashion Show highlighting Lion Brand yarn. Join the celebration September 14 at the following location:

SCARSDALE, NY | Midway Shopping Center, 965 Central Park Avenue

"Jo-Ann Fabric and Craft Stores, Inc. is excited to join the Scarsdale community and serve its crafters," said Beth Shivak, Events Manager at Jo-Ann Fabric and Craft Stores. "This Preview Night will allow the community to get to know the store and its Team Members before the doors officially open."

Preview Night festivities will begin at 6 p.m. Wednesday, September 15, and last until 9.m. Among the exciting activities at the store during the celebration:

- **Great Giveaways** – The first 100 guests will receive a Jo-Ann Go Green tote bag filled with an assortment of creative goodies
- **Lion Brand Yarn Fashion Show** – Models throughout the store dressed in inspiring yarn creations

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. This new store represents one of approximately 60 new locations Jo-Ann Fabric and Craft Stores anticipates opening across the country this year. In addition, nearly 60 stores will be remodeled. 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.

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