

FOR IMMEDIATE RELEASE



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Media Alert

Join us for a Lion Brand® Yarn Celebration at Jo-Ann *Meet Nicky Epstein, knit designer and author*

HUDSON, OHIO (March 17, 2011) – Jo-Ann Fabric and Craft Stores and Lion Brand® Yarn have teamed up to present a yarn shopping experience like none other. With more inspiration, enhanced lighting and ample work space to design your latest creation, it's a yarn lover's paradise, exclusive to the Jo-Ann in Albany, New York.

Don't miss the celebration as we unveil this new shop, only in Albany:

Who: Jo-Ann Fabric and Craft Stores and Lion Brand® Yarn
What: Lion Brand Yarn Shop Celebration
When: March 31, 2011 at 6 p.m.
Where: Jo-Ann Fabrics and Crafts, 1440 Central Avenue, Albany, NY

Join knit designer and author, Nicky Epstein along with David Blumenthal, president of Lion Brand® Yarn as they officially open this new shop within the Albany Jo-Ann location. The first 100 customers in attendance will receive a free gift bag filled with \$20 worth of great Lion Brand® Yarn products. In addition, from 6:30 – 9 p.m. the latest knit and crochet fashions from Lion Brand® Yarn will be informally modeled, instructions for most fashions available.

Throughout the celebration weekend, you'll also have the chance to meet Margery Winter, designer, author and former editor-in-chief of Vogue Knitting magazine who will be available to answer your needle arts questions and provide expert advice and tips. Margery will be in store Thursday, March 31, 4-9 p.m.; Friday, April 1, 5-8 p.m.; Saturday and Sunday, April 2-3, 11 a.m. – 2 p.m.

Don't know how to knit or crochet? Sign up for a class March 31-April 3, 2011 and save 50% off all knit and crochet classes being offered at the Albany store.

About Jo-Ann Stores, Inc.

Jo-Ann Fabric and Craft Stores is 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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