

FOR IMMEDIATE RELEASE



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Media Alert

Meet Author and Designer Debbie Stoller

Product demonstration and book signing Saturday, August 13,
at the Mount Laurel, New Jersey Jo-Ann Fabric and Craft Store

HUDSON, OHIO (August XX, 2011) – Jo-Ann Fabric and Craft Stores, the leading fabric and craft specialty retailer in America, is excited to announce a meet and greet opportunity with New York Times Best-Selling Author Debbie Stoller Saturday, August 13.

Debbie will demonstrate her new Washable Ewe™ yarn. Stich Nation Yarn by Debbie Stoller has always been 100% natural and 100% affordable, but now it is 100% washable too. Following the demonstration, Debbie will sign her *Stitch'n Bitch™* book series. While supplies last, anyone who purchases a *Stitch'n Bitch™* book or Stich Nation™ yarn will receive a Stich Nation™ yarn canvas tote.

Select Jo-Ann Fabric and Craft Stores will also be offering a new Debbie Stoller class. For those who know the basics of knitting, Knitting 102: Lovely Glovelets Designed by Debbie Stoller will teach students how to read a basic knitting pattern, create ribbing and make perfect seams. While supplies last, Coats & Clark will provide free supplies for this class.

Who: Jo-Ann Fabric and Craft Stores
What: Debbie Stoller Product Demonstration and Book Signing
When: August 13, 2011 from 12 – 2 p.m.
Where: Jo-Ann Fabric and Craft Stores
Centerton Square, 66 Centerton Road
Mount Laurel, NJ 08054

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. 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.

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