

## **Holiday Make it - Give it Sweepstakes Official Rules**

NO PURCHASE, PAYMENT OR OBLIGATION REQUIRED. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING.

**1. Eligibility:** The Holiday Make it - Give it Sweepstakes (“Sweepstakes”) is open to individuals who are legal residents of the fifty (50) states of the United States and the District of Columbia age 18 or older as of the date of entry, and who are registered users of the Instagram® platform who follow Jo-Ann Fabric and Craft Stores (joann\_stores). Persons who are immediate family members (parents, children, siblings, spouse) of, or live in the same household as, employees or directors, or are themselves employees or directors, of Jo-Ann Stores, Inc. or any of their respective parents, subsidiaries, affiliated companies, advertising or promotion agencies are not eligible to participate. By using the hashtag #MakeItGiveIt, you agree to these Official Rules and to all decisions of Sponsor, which are final and binding. Jo-Ann Stores, Inc., 5555 Darrow Rd., Hudson, Ohio 44236, is the sponsor of the Sweepstakes (“Sponsor”).

**2. Timing:** The Sweepstakes begins on November 20, 2014, at 9:00 a.m. Eastern Time (“ET”) and ends on December 25, 2014, at 5:00 p.m. ET (“Sweepstakes Period”).

**3. To Enter:** No purchase necessary to enter or win. Registering on the Instagram platform is free. To enter, post on Instagram a photograph that you took of a sewn or crafted item you made to donate to a worthy cause and tag it with #MakeItGiveIt. Teams or groups may not enter. Photos must meet all terms and conditions of the Instagram platform. By submitting a photo with the hashtag, you affirm and represent that you took the photo and own all rights in it. If the photo depicts individual(s), you affirm and represent that you have permission from the individual(s) to submit the photo as an entry into this Sweepstakes and to grant all the rights and interests provided in these Official Rules. By using #MakeItGiveIt and posting a photo to enter the Sweepstakes, you hereby grant to Sponsor a perpetual, worldwide, irrevocable, royalty-free license in and to the photograph associated with the hashtag, so that Sponsor has the right to use, not use, display, post, publish, copy, edit, and create derivative works from the photograph submitted in the entry in any and all media, worldwide, without limitation or further obligation to you or any other party. By submitting a photograph of your sewn or craft item(s), you confirm and represent that you created the item with little or no assistance from any other person and that your submission does not violate the intellectual property rights or other rights of any other person or entity. Photographs depicting nudity, violence, discrimination, or other content deemed inconsistent with the Jo-Ann® brand, as determined in Sponsor’s sole discretion, will be disqualified. There is no limit on the number of entries per person/Instagram account, but each entry must be of a different project/item. Duplicate entries of the same project/item will be disqualified. Entries generated by a script, macro, or other automated means are not eligible. If you enter using a mobile device, standard data charges may apply from your carrier.

**4. Selection and Notification of Winners:** Sponsor will select five (5) winners in a random drawing held on or about December 30, 2014, from among all eligible entries received. Odds of winning depend on the number of eligible entries received. Sponsor will post a photo on Instagram with the name/handle of the potential winners and tag them before 5:00 p.m. ET on

December 30, 2014. Participants are solely responsible for checking the Instagram post to see if they are potential winners. No additional notifications will be provided. Potential winners must respond to the posting via e-mail to [social.media@joann.com](mailto:social.media@joann.com) before 5:00 p.m. ET on January 7, 2015, providing a full name, mailing address, e-mail address and telephone number. The potential winners must sign and return a Declaration of Eligibility and Liability/Publicity Release (except where prohibited) within seven (7) business days of receipt in order to formally claim the prize. If a potential winner fails to timely respond to the potential winner posting with the required contact information, or if a potential winner fails to submit the signed documentation within the designated time period, or if a potential winner is found to be ineligible or not in compliance with these Official Rules, then that potential winner will be disqualified and the prize forfeited. No alternate winner will be selected. Limit one prize per person/e-mail address/household address/telephone number.

**5. Prizes:** Five (5) winners will each receive a \$100 gift card to Jo-Ann Fabric and Craft Stores or Joann.com. Gift card is subject to all terms and conditions generally applicable thereto. All applicable taxes, fees and surcharges on prizes are the sole responsibility of winners. No cash in lieu of prize or substitution of prizes. Prizes are non-transferable prior to award and must be accepted as awarded. Gift cards will be shipped to the mailing address provided in the confirmation documents within four to six weeks following confirmation. Returned prizes will not be awarded. Total value of all prizes is \$500.

For the names of the prize winners, send a self-addressed stamped envelope, for receipt before January 31, 2015, to Make It Give It Sweepstakes Winners List, 5555 Darrow Rd., Hudson, Ohio 44236. Allow 4-6 weeks following the close of the Sweepstakes for delivery of Winners' List.

**6. Other Considerations:** By accepting a prize, winners agree that Sponsor and those acting under its authority may use winner's name and hometown, and the photo submitted in the entry, for advertising and promotional purposes without further consideration, unless prohibited by law. BY ENTERING, YOU AGREE THAT SPONSOR, INSTAGRAM, THEIR RESPECTIVE PARENTS, SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, AND ALL OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, WILL HAVE NO LIABILITY WHATSOEVER FOR ANY INJURY, CLAIM, LOSS OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM PARTICIPATION IN THIS SWEEPSTAKES, THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY PRIZE, OR PARTICIPATION IN ANY PRIZE RELATED ACTIVITY. The Sweepstakes is void in all jurisdictions where prohibited.

**7. Miscellaneous:** In the event of a dispute, entries will be deemed made by the individual whose Instagram account was used to post the entry photograph. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the Instagram account associated with the winning entry. If for any reason the Sweepstakes is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, human error, issues with the Instagram platform, or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor

reserves the right in its sole discretion, to disqualify any individual who may have tampered with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes, and to select winners from among the eligible entries received during the Sweepstakes prior to such event. Sponsor reserves the right to void suspect entries, in its sole discretion. The use of multiple Instagram profiles by a single individual to generate additional entries is prohibited and will result in the disqualification of any such individual found to be using such methods from participation in the Sweepstakes, as determined in the sole discretion of Sponsor. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, or providers, computer equipment, mobile device, software, failure of any entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer or mobile device related to or resulting from participation or downloading any materials in the Sweepstakes. Sponsor is not responsible for late, lost, illegible, incomplete, stolen or misdirected mail, e-mail or other communications. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram.