

## **Jo-Ann MIY Sweepstakes Official Rules**

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

**1. Eligibility:** The Jo-Ann MIY 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 either registered users of the Instagram® platform who follow Jo-Ann Fabric and Craft Stores (joann\_stores) or registered users of the Twitter® platform who follow Jo-Ann Fabric and Craft Stores (@JoAnn\_Stores). Participants must set their accounts/profiles to “public” in order for the entry submission to be eligible. 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, LLC or any of their respective parents, subsidiaries, affiliated companies, advertising or promotion agencies are not eligible to participate. By using the hashtag #JoAnnMIYSweeps, you agree to these Official Rules and to all decisions of Sponsor, which are final and binding. Jo-Ann Stores, LLC, 5555 Darrow Rd., Hudson, Ohio 44236, is the sponsor of the Sweepstakes (“Sponsor”).

**2. Timing:** The Sweepstakes begins on December 1, 2015, at 12:00 a.m. Eastern Time (“ET”) and ends on December 25, 2015, at 11:59:59 p.m. ET (“Sweepstakes Period”). The Sweepstakes Period is broken up into four (4) Weekly Periods, as described below.

**3. To Enter:** No purchase necessary to enter or win. Registering on the Instagram and Twitter platforms is free. Beginning on December 1, 2015, and then on each Tuesday thereafter during the Sweepstakes Period, Sponsor will post the “Holiday Theme” for that week on Instagram and will send out a tweet on Twitter inviting participants to post photos relating to that theme in order to enter the Sweepstakes. The Weekly Periods and “Holiday Themes” are as follows:

Week 1 - “Knotty or Nice” (yarn or crafting project)- 12:00 a.m. ET on 12/1/15 to 11:59:59 p.m. ET on 12/7/15

Week 2 – “Let it Sew, Let it Sew, Let it Sew” (sewing project) - 12:00 a.m. ET on 12/8/15 to 11:59:59 p.m. ET on 12/14/15

Week 3 – “A Cup of Cheer” (holiday food/baking/beverage) – 12:00 a.m. ET on 12/15/15 to 11:59:59 p.m. ET on 12/21/15

Week 4 – “Special Delivery” (wrapping or gift project) – 12:00 a.m. ET on 12/22/15 to 11:59:59 p.m. ET on 12/25/15

To enter, during the applicable Weekly Period, post a photograph on Instagram or tweet a photograph or comment on Twitter relevant to the theme of the applicable Weekly Period and tag it with #JoAnnMIYSweeps.

Teams or groups may not enter. You must have taken all entry photos yourself. Please do not use photos from other websites or other sources to enter the Sweepstakes. Photos may not prominently display trademarks or copyrighted works of third parties. By submitting a photo

with the hashtag, you affirm and represent that you took the photo and own all rights in it. Photos must meet all terms and conditions of the Instagram and Twitter platforms. If the photo depicts individual(s), you affirm and represent that you have permission from the individual(s) and/or an appropriate parent or legal guardian 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 #JoAnnMIYSweeps 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 in the Sweepstakes, you confirm and represent that your submission does not violate the intellectual property rights or other rights of any other person or entity. Obviously non-responsive photographs will be disqualified in Sponsor's sole discretion. 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. Entry photographs may be posted with the entrant's Instagram or Twitter handle in a gallery on joann.com for public viewing. Sponsor may also randomly select entry photographs to feature on its social media sites and website from time to time both during and after the Sweepstakes Period. By submitting an entry into the Sweepstakes, you specifically agree to such use. There is a limit of one entry per person per Weekly Period, regardless of platform, so that if you enter during one Weekly Period via Instagram, you may not enter via Twitter during that same Weekly Period, and vice versa. You do not have to use the same platform for entry each Weekly Period. Duplicate entries will be disqualified. You must enter each Weekly Period to be eligible for that Weekly Period's drawing. Entries do not carry over from Weekly Period to Weekly Period. 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. No professional photography allowed.

**4. Selection and Notification of Winners:** Sponsor will select one (1) winner in a random drawing from among all eligible entries received for each Weekly Period, for a total of four (4) winners. Odds of winning depend on the number of eligible entries received for each Weekly Period. Sponsor will post a photo on Instagram with the name/handle of the potential winners who entered using the Instagram platform and tag them before 5:00 p.m. ET on January 4, 2016. Participants are solely responsible for checking the Instagram post to see if they are potential winners. Sponsor will notify potential winners who entered via Twitter by direct message before 5:00 p.m. ET on January 4, 2016. Participants are solely responsible for checking their Twitter messages to see if they are potential winners. No additional notifications will be provided. All potential winners must respond to the posting/direct message via e-mail to [social.media@joann.com](mailto:social.media@joann.com) before 5:00 p.m. ET on January 11, 2016, 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/direct message 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:** Four (4) winners will each receive a \$500 gift card to Jo-Ann Fabric and Craft Stores or Joann.com. Gift card is subject to all terms and conditions generally applicable thereto. Total value of each prize is \$500. 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 \$2000. Sponsor reserves the right to award fewer than four (4) prizes if it is unable to confirm four eligible winners for any reason.

For the names of the prize winners, send a self-addressed stamped envelope, for receipt before December 31, 2015, to Jo-Ann MIY 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, TWITTER, 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 or Twitter 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 or Twitter 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 or Twitter platforms, 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 and applicable Weekly Period prior to such event. Sponsor reserves the right to void suspect entries, in its sole discretion. The use of multiple Instagram or Twitter 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 or Twitter.