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We Made It by Jennifer Garner™ Line of Creative Kits for Active Kids Now Available Exclusively at Jo-Ann stores and Joann.com

Jo-Ann to support Save the Children in celebration of launch

HUDSON, OHIO (June 23, 2015) – Jo-Ann Fabric and Craft Stores, the leading fabric and craft specialty retailer in America, has launched *We Made It by Jennifer Garner*, a new line of creative kits for active kids, available only at Jo-Ann stores and Joann.com.

“Some of my fondest childhood memories include trips to Jo-Ann with my mom, who would sew our clothes, so I’m incredibly happy to be able to launch the *We Made It* line with a brand I have that connection with,” said Jennifer Garner. “One of the main concepts behind *We Made It* is to promote memory-making opportunities for families, so we developed kits that will help loved ones share the same kinds of moments that my family and I cherish so much.”

We Made It by Jennifer Garner is a collection of more than 100 creative kits ranging in price from \$2.99 to \$49.99 designed to promote imaginative exploration among children ages 4 to 11. The kits feature four creative categories, each encouraging inspiration and shared fun in a different way: Grow, Memorable, Playful and Sweet.

Grow – foraging baskets, flower press kits and bird feeder projects are a few examples of the *grow* category which aims to stimulate exploration and observation of the natural world.

Memorable – from framed family portraits to custom treasure boxes, the creative kits in the *memorable* category help children form lasting memories while developing personal interests and style.

Playful – the *playful* category inspires self-expression and improvisation with creative kits including DIY wooden playsets and cute costumes.

Sweet – there are more learning benefits related to baking treats than one might imagine – think of all the math – but the colorful kitchen prep mats, cookie stamps and other creative kits in the *sweet* category help keep children focused on the fun.

“*We Made It by Jennifer Garner* is a thoughtful, well-built collection of children's craft kits and accessories designed to create positive, memorable experiences for children and their parents or care givers,” said Megan Featherston, executive vice president, merchandising and marketing, for Jo-Ann. “Our hope is that families will love crafting with the kits and will cherish the unique outcome of their creativity. Fostering children's social and emotional health is a cornerstone of this brand.”

Customers can share their favorite memories for a chance to win prizes by entering the #WeMadeItSweepstakes on Instagram. Parents are encouraged to tag Instagram posts of crafted memories created with their children with #WeMadeItSweepstakes to be entered to win one of five \$250 Jo-Ann Gift Cards. No purchase necessary to enter. For complete rules, visit spr.ly/6009B64OU.

In celebration of the launch, Jo-Ann is proud to support Save the Children with a \$75,000 donation for programs helping children in need in the U.S. As Artist Ambassador and trustee, Garner advocates for Save the Children's early education programs with the goal of ensuring that every child in America has access to quality education from cradle to cap and gown.

To further support Save the Children in their efforts, Jo-Ann has created *We Made It by Jennifer Garner*-inspired coloring and activity books available at registers in all Jo-Ann stores July 5 through August 1. In exchange for a dollar donation to Save the Children, customers will receive the coloring book filled with 13 pages of fun summer activity ideas.

For additional information, inspiration and videos, visit Joann.com/wemadeit.

About Jo-Ann Stores, LLC

Jo-Ann Fabric and Craft Stores, the nation's leading fabric and craft retailer with locations in 49 states, was founded in 1943 as a single retail store. Today, approximately 850 Jo-Ann stores across the country provide consumers all the fabrics, craft supplies and inspiration they need, conveniently under one roof. For additional information, visit Joann.com. To make creative connections, visit Joann.com/community.

About Save the Children

Save the Children is the leading independent organization for children in need, with programs in 120 countries, including the United States. Save the Children aims to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives by improving their health, education and economic opportunities. Follow Save the Children on Twitter and Facebook.

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