

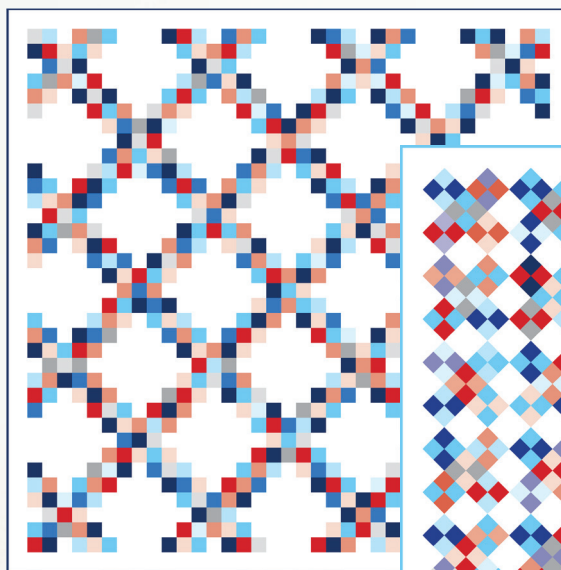


Save the Date

SEPTEMBER 17, 2022

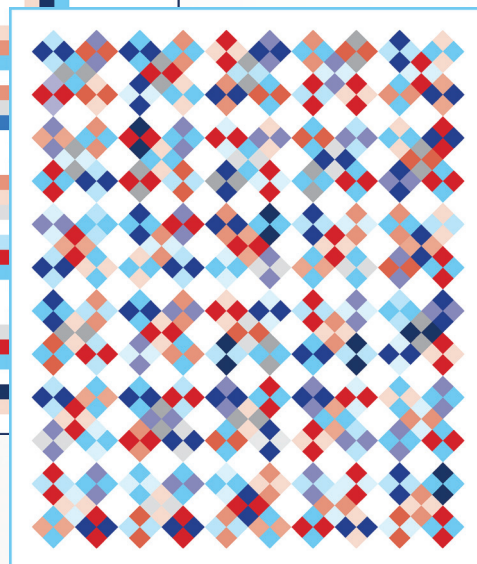
New Project Jelly Roll patterns and, because Moda's Jelly Rolls® aren't just for quilts, we'll be making and sharing projects for tote bags, baskets, and pillows. We will also be highlighting some of our favorite Jelly Roll books and patterns. Mark your calendars and visit your favorite quilt or specialty store to join in on the fun!

Follow **Moda Fabrics** on Instagram - **@modafabrics**
#projectjellyroll #projectjellyroll2022



Chain of Fools

Two of the new patterns coming for 2022. Any of the projects can be made using your favorite Moda collection!



Day Dreaming



NATIONAL SEW A JELLY ROLL DAY

Saturday, September 17, 2022

We are all excited for one of the best events of the year, and it will be here before we know it. Keep reading for updates we've made for 2022.

Making an in-store event is always the best way to sew together and share demos, patterns and your expertise—but knowing this is not always possible, we are creating a few smaller projects other than quilts. We have also added a social media/online shop category, for a chance to win a \$500.00 on your Moda/United Notions account. This year there will be 4 different chances to win! Dates for the event are expanded to run September 12th to 20th, giving you plenty of opportunity to promote and share. This year's patterns will be sent to stores by the first of May to make any samples and start your promotions.

SHOP CONTEST INFO

Create a shop display or theme using Moda Jelly Rolls® and related books, patterns, and notions to announce and promote your National Sew a Jelly Roll Day event!

Use any or all of the following to help:

- Jelly Roll® Quilts
- Small projects made with Jelly Rolls – tote bags, pillows, garments, etc.
- Patterns and books for Jelly Rolls
- Favorite rulers, notions and templates that work well with Jelly Rolls
- Signage promoting your event and Moda Jelly Rolls

CATEGORIES: Each category wins a \$500.00 credit

- Best Jelly Roll Shop Display
- Most Moda-licious Promotion (including online promos via social media)
- Mr. Dunn's Choice
- **NEW!** Instagram Event- Create a Reel/Video for your event.

RULES

Take a picture (or multiple pictures) of your display and post it to Instagram or Facebook with the hashtag #ProjectJellyRoll2022 and tag Moda Fabrics @modafabrics

- Each shop will have one entry, though you may share multiple photos. Photos can be shared on multiple posts and days. The correct hashtag must be used.
- Only stores that are in good standing with Moda Fabrics are eligible for prizes.
- Remember: **the Jelly Rolls used must be Moda Fabrics.**

NO REGISTRATION REQUIRED

Simply post a picture and you've entered!

CONTEST DATES

Contest runs September 12 through September 20, 2022. The winners will be announced on September 30.

#ProjectJellyRoll2022
@ModaFabrics

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