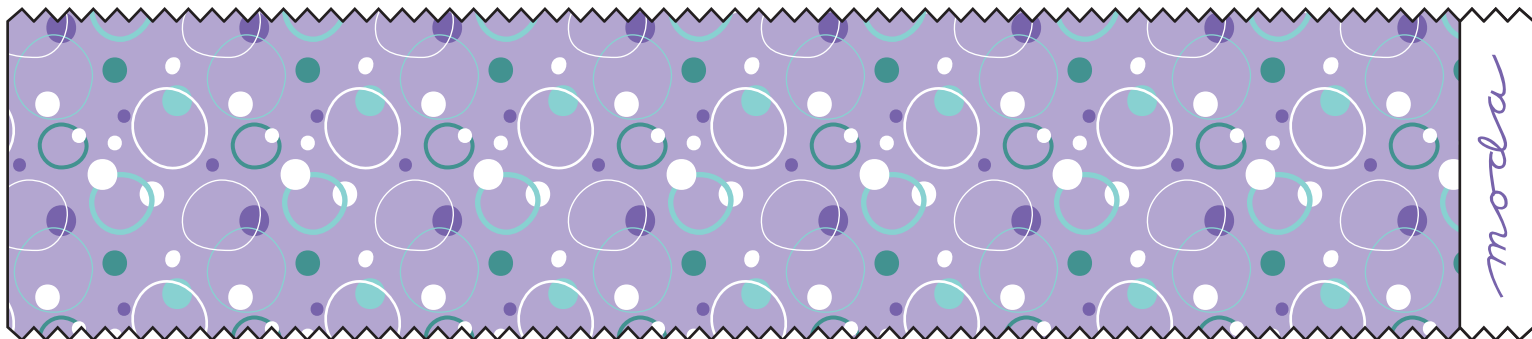
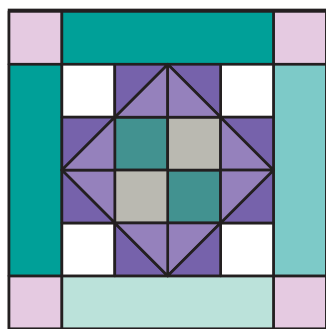
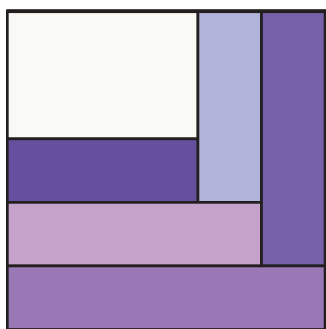
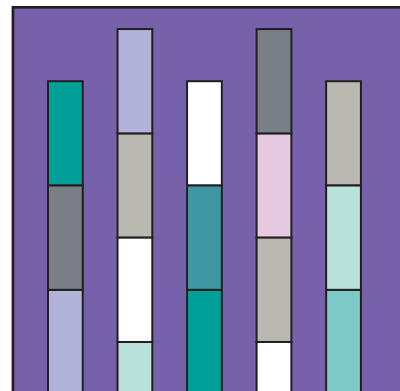
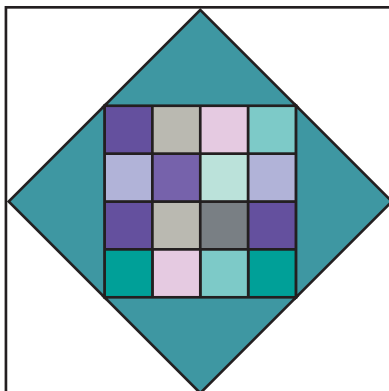


NATIONAL SEW A JELLY ROLL DAY

9.16.23



THIS IS
HOW WE
ROLL



moda
FABRICS + SUPPLIES®



Home of the Original Jelly Roll®

NATIONAL SEW A JELLY ROLL DAY

Saturday, September 16, 2023

It's that time of the year again—time to start planning for National Sew a Jelly Roll Day! This precut-friendly day falls on the third Saturday of September every year, and makes for a perfect chance to put together in-store classes or demos, and arrange for any specials as we head into the autumn.

Moda's Project Jelly Roll Shop Contest is back! There are 4 categories of awards this year, which means 4 chances for your shop to win a \$500.00 credit on your Moda/United Notions account! We will be monitoring social media posts using the hashtag **#ProjectJellyRoll2023** from September 9 to September 18, giving you plenty of time to promote and share in the window for entries. We have 4 new free Project Jelly Roll patterns, which will be sent out in our Moda Mail boxes in May and July (as well as .pdfs to be posted in the Marketing Tools section of the website).

WHAT'S IN THIS BOOKLET?

- Information on the Project Jelly Roll Shop Contest
- Yardage & Fabric Ideas for our 4 new free Project Jelly Roll patterns for 2023
- Selection of Jelly Roll-friendly Books & Patterns stocked by United Notions
- Selection of Jelly Roll-friendly Notions items stocked by United Notions
- Jelly Roll Assortments for shops looking to top up their stock, or try out a variety of lines

WHERE DO I FIND THIS INFO ONLINE?

1. Everything in this booklet is available in the **Marketing Tools** section of your Moda account on our website. We will add the free patterns there as they are completed, as well as logos, promotional images, printable flyers & more. And don't forget patterns from previous years, which will always be available to you!
2. Make sure you've joined the **Moda Insider Facebook Group**, where shop owners receive updates & inspiration from Moda, as well as being a place for any questions you may have along the way. <https://www.facebook.com/groups/modainsider>
3. The **Moda Makes It Easy** email newsletter comes out every other Wednesday direct to your inbox, and will contain Project Jelly Roll info as well as a few extra tips to making your event a success. If you have a Moda account, your email is on the list already!

The cover of this booklet is available on Moda's Marketing Tools as a free download for your shop to help promote National Sew a Jelly Roll Day!

modafabrics.com/project-jelly-roll

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
- 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 **#ProjectJellyRoll2023** 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.
- **The Jelly Rolls used must be Moda Fabrics.**

NO REGISTRATION REQUIRED

Simply post a picture and you've entered!

CONTEST DATES

Contest runs September 9 through September 18, 2022.
The winners will be notified after close of the contest.

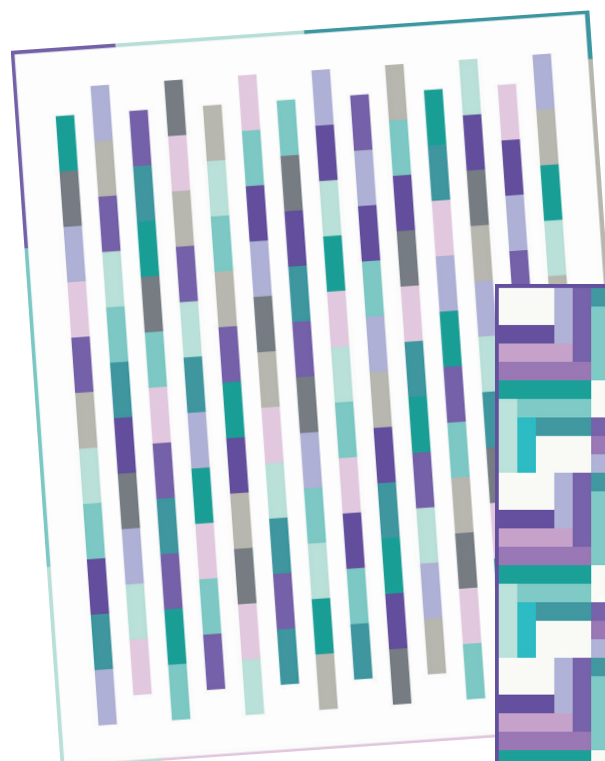
MODA BLOCKHEADS FACEBOOK GIVEAWAY

If your customers are members of the Moda Blockheads Facebook Group, we will be running a separate Jelly Roll giveaway over the same dates. Simply post a photo of a Jelly Roll project you have made (or are making) and share details about the fabric/project with the group! Prize will be an assortment of Moda goodies.



FREE PROJECT JELLY ROLL PATTERNS & FABRIC IDEAS

We have four new free Project Jelly Roll patterns coming out for this year's event. Two will be printed in our May Moda Mail boxes, with the remaining two following in July; they will also be posted on Marketing Tools and in the Moda Insider as soon as they are ready throughout the summer. The fabric selections that follow are suggested ideas based on groups shipping over the summer and groups potentially included in JR8C assortments.



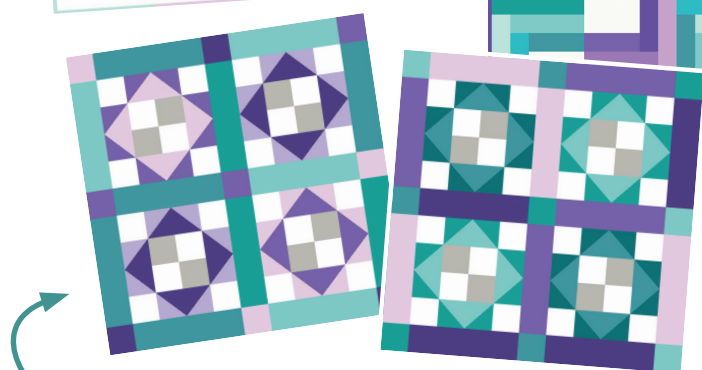
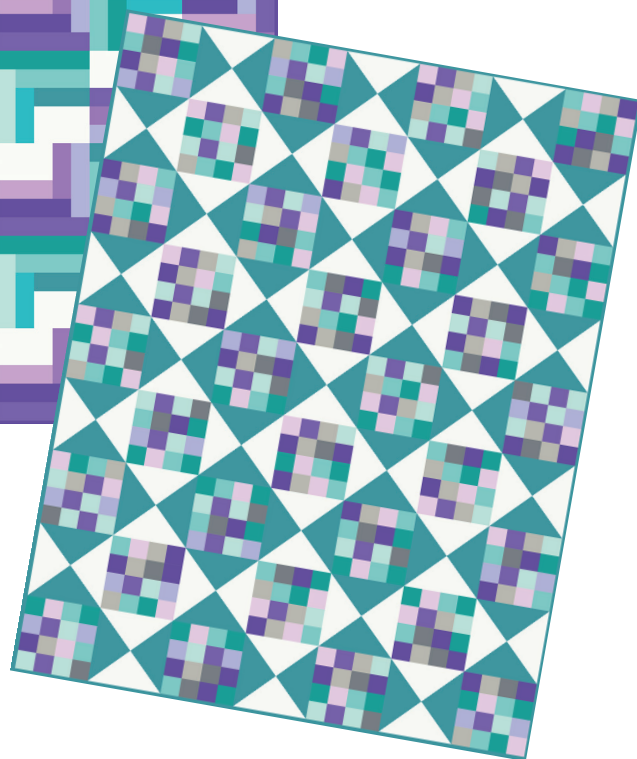
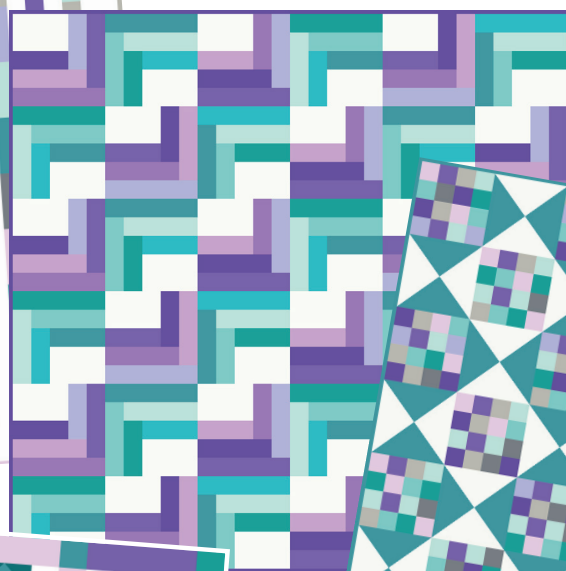
CLOCKWISE FROM TOP LEFT:

Verticals • 62" x 77"

Half Step • 60" x 60"

Pocket Change • 56" x 72"

Four by Four Pillows • 22" x 22" ea.



One Jelly Roll can
make up to 4 pillows!

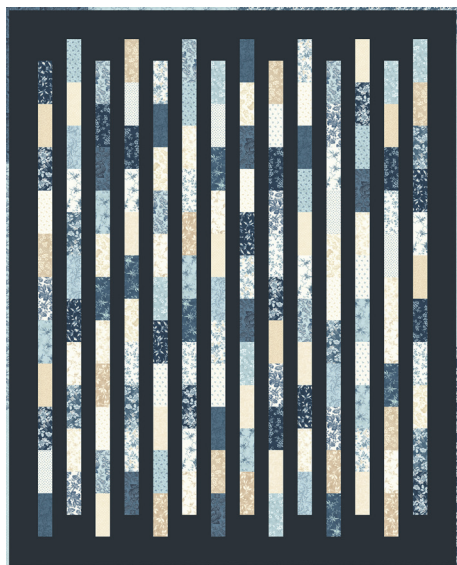
***Download all available Project Jelly Roll free patterns & additional
assets on the Marketing Tools section of your Moda account:***

modafabrics.com/project-jelly-roll

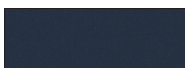
VERTICALS

Quilt is 62" x 77"

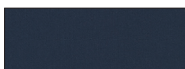
modafabrics.com/webfiles/PJR2023_Verticals.pdf



1 Jelly Roll of
Cascade by 3 Sisters
(44320JR)



1 Junior Jelly Roll of Bella Solid in Navy
(9900JJR 20)



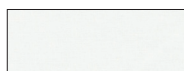
1½ Yard Additional Background Bella
Solid in Navy (9900 20)

Scrappy Binding from leftover Cascade Jelly Roll strips

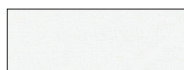
1 Jelly Roll of Favorite Things
by Sherri & Chelsi (37650JR)



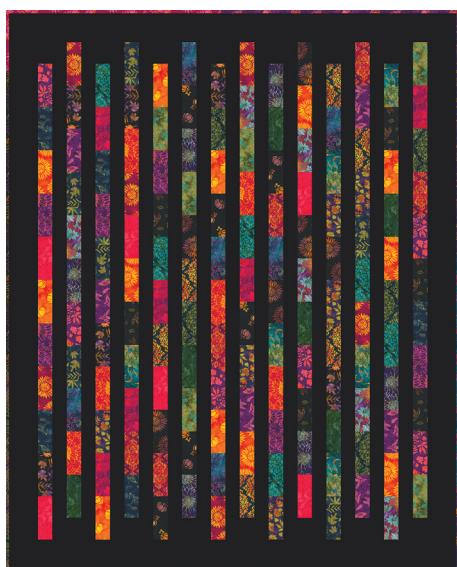
1 Junior Jelly Roll of Bella Solid in
Off-White (9900JJR 200)



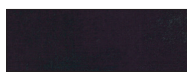
1½ Yard Additional Background Bella
Solid in Off-White (9900 200)



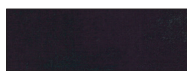
Scrappy Binding from leftover Favorite Things JR strips



1 Jelly Roll of Bonfire Batiks
by Moda (6920JR)



1 Junior Jelly Roll of Grunge in
Onyx (30150JJR 99)



1½ Yard Additional Background Grunge
in Onyx (30150 99)

Scrappy Binding from leftover Bonfire Batiks Jelly Roll strips

HALF STEP

modafabrics.com/webfiles/PJR2023_HalfStep.pdf

Quilt is 60" x 60"



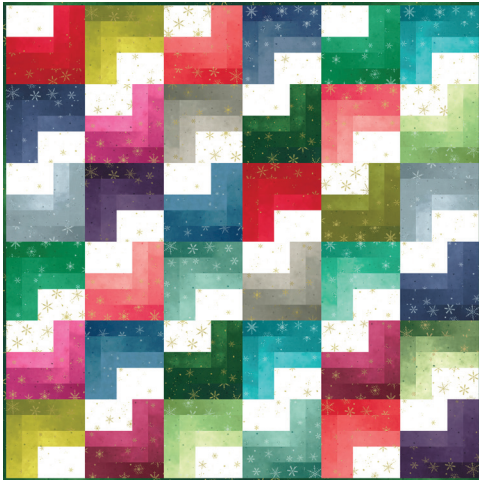
1 Jelly Roll of Ombre Flurries Metallic by V+Co. (10874JRM)



7/8 Yard Background (10874 332MG)



5/8 Yard Binding (10874 431MG)



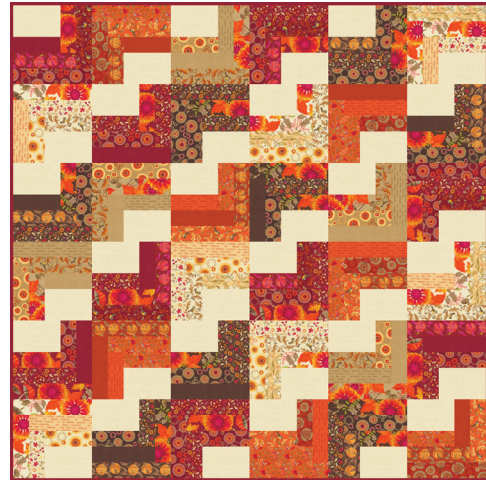
1 Jelly Roll of Forest Frolic by Robin Pickens (48740JR)



7/8 Yard Background Thatched in Buttermilk (48626 202)



5/8 Yard Binding Thatched in Cinnamon (48626 206)



1 Jelly Roll of Dawn on the Prairie by Fancy That Design House (45570JR)



7/8 Yard Background (45577 31)



5/8 Yard Binding (45574 19)



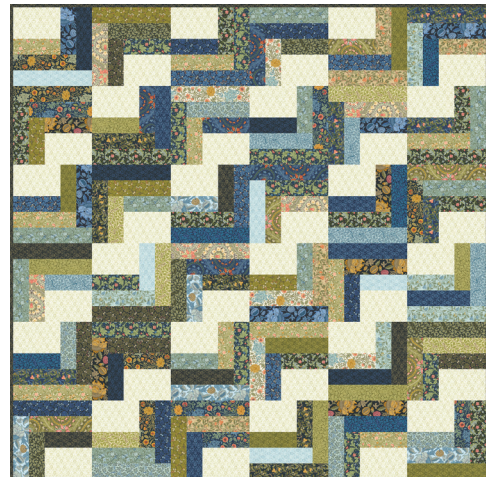
1 Jelly Roll of Morris Meadow: Best of Morris by Barbara Brackman (8370JR)



7/8 Yard Background (8377 11)



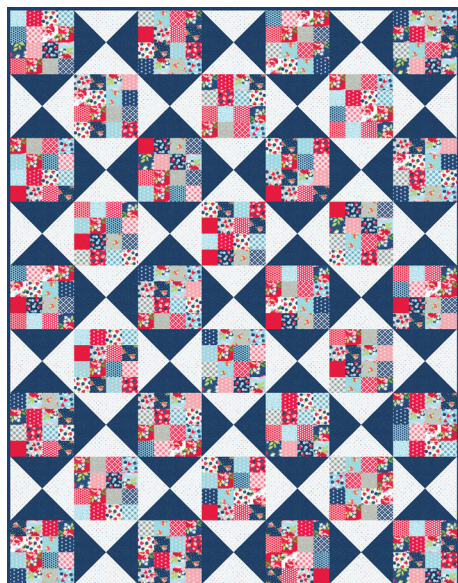
5/8 Yard Binding (8377 21)



POCKET CHANGE

Pattern Link Coming Soon!

Quilt is 56" x 72"



1 Jelly Roll of Berry Basket by April Rosenthal (24150JR)



1 1/8 Yard Dark Accent (24154 14)



1 1/8 Yard Light Accent Twinkle in Patriotic (24106 38M)



5/8 Yard Binding (24154 14)

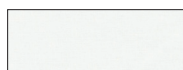
1 Jelly Roll of Here Kitty Kitty by Stacy Iest Hsu (20840JR)



1 1/8 Yard Dark Accent (20833 16)



1 1/8 Yard Light Accent Bella Solid in Off-White (9900 200)



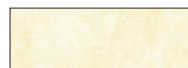
5/8 Yard Binding (20835 20)



1 Jelly Roll of Shoppes on Main by Holly Taylor (6920JR)



1 1/8 Yard Dark Accent Marbles in Crimson (6538 272)



1 1/8 Yard Light Accent Marbles in Ecru (6538 271)



5/8 Yard Binding Marbles in Crimson (6538 272)

FOUR BY FOUR PILLOWS

Up to four 22" x 22" pillows

Each pillow requires additional $\frac{2}{3}$ yd. Backing & $\frac{2}{3}$ yd. Lining

Pattern Link Coming Soon!



1 Jelly Roll of Joyful Gatherings by Primitive Gatherings (49210JR)



1 Jelly Roll of Sincerely Yours by Sherri & Chelsi (37610JR)



$\frac{1}{3}$ yd Background (37611 11)



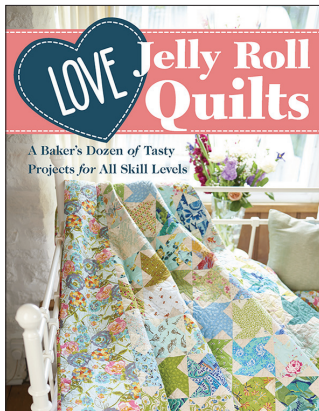
1 Junior Jelly Roll of Grunge Cool Change (30150JRCC)
**Only 2 pillows possible from Jr. JR*



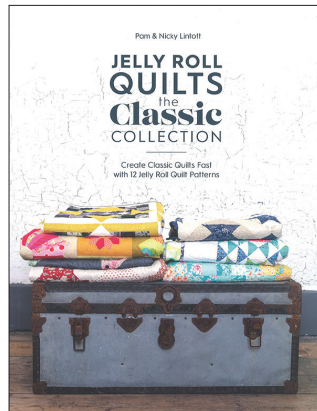
FQ or $\frac{1}{4}$ yd Background (30150 435)

JELLY ROLL BOOKS & PATTERNS

A small sampling of some of the Jelly Roll books & patterns available through United Notions. Shop these and many more on the Moda website modafabrics.com



Stk# 11393
Mult 2 Retail \$22.95



Stk# IG 8097
Mult 2 Retail \$24.99



Stk# AS 141463
Mult 2 Retail \$9.99



Stk# AS 141482
Mult 2 Retail \$9.99



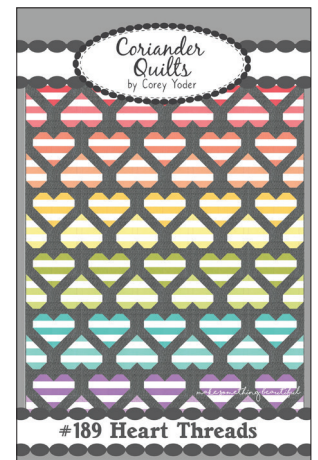
Stk# LB 190
Mult 2 Retail \$10.00



Stk# RPQT T141
Mult 2 Retail \$12.00



Stk# KT 22091
Mult 2 Retail \$9.95



Stk# CQ 189
Mult 2 Retail \$9.95



Stk# QLD 146
Mult 2 Retail \$9.50



Stk# KTQ 158
Mult 2 Retail \$13.00



SHOP JELLY ROLL BOOKS & PATTERNS
ON THE MODA WEBSITE HERE:



[https://shop.modafabrics.com/
category/jelly-roll-patterns](https://shop.modafabrics.com/category/jelly-roll-patterns)

JELLY ROLL NOTIONS

A small sampling of some of the Jelly Roll notions available through United Notions. Shop these and many more on the Moda website modafabrics.com



Katahdin On A Roll

Stk# 390K 50
Retail \$35.19



Use it to bring added warmth, stability, and quality to your pieced placemats, rugs, & bags.

100% organic cotton blend cut in 2.25" strips on a 50 yard roll.



Fabric Tube Maker

Stk# 4022
Mult 3 Retail \$8.50



The Fabric Tube Maker can make more than Jelly Roll rugs; it can make bowls, coasters, placemats, decorative balls etc.



Companion Patterns:



A. Jelly Roll Rug

Stk# RJD 100
Mult 2 Retail \$10.00



B. Jelly Roll Rug 2

Stk# RJD 120
Mult 2 Retail \$10.00



Project Jelly Roll Half Hexi



2.5" fluorescent green
Half Hexagon template

Stk# 2001 11
Min 6 Retail \$5.99



Fabric Strip Case

Stk# 6999AB
Min 2 Retail \$16.49



Our Fabric Strip Case reduces wrinkles by storing 2.5" fabric strips flat. Adjustable pressure clips and a textured inner surface hold strips in place.

Half Square Triangle Paper



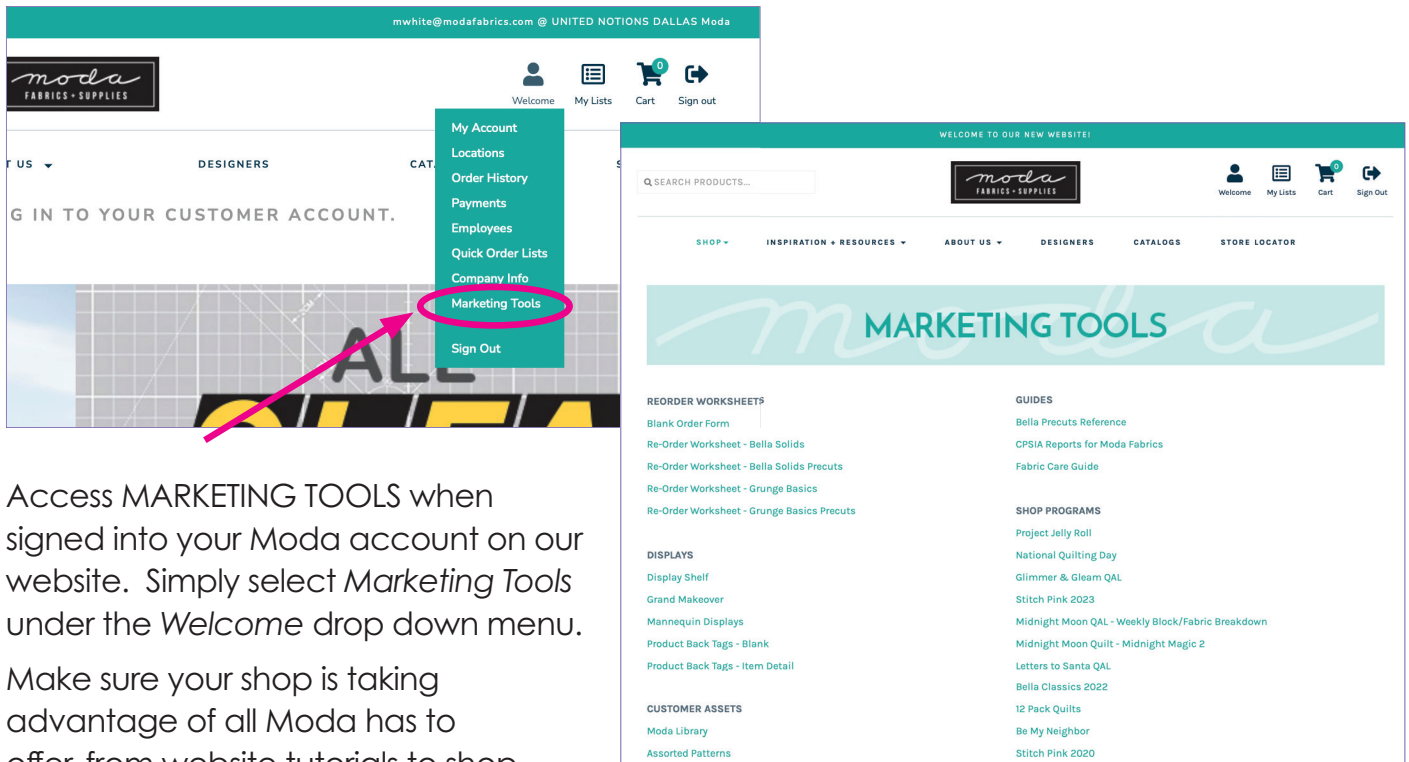
1" half square triangle paper for Jelly Rolls

Stk# ISE PC100
Min 3 Retail \$13.99



MARKETING TOOLS

Are you familiar with Marketing Tools on the Moda website? When signed into your Moda account, you have access to all kinds of additional information, free patterns, & marketing assets direct from Moda.



Access MARKETING TOOLS when signed into your Moda account on our website. Simply select *Marketing Tools* under the *Welcome* drop down menu.

Make sure your shop is taking advantage of all Moda has to offer, from website tutorials to shop programs info to archived newsletters to cutting guides and more.

What will you find in Marketing Tools for Project Jelly Roll?

- Free Jelly Roll patterns, new for this year & from past years
- Social media graphics
- Logos for your own posts
- Printable flyers & posters



modafabrics.com/project-jelly-roll



JELLY ROLL ASSORTMENTS

Includes 8 unique Jelly Rolls from recently shipped Collections and 1 Display Box - approx. 21" long x 5" deep x 9" height.



JR8S

8 Jelly Rolls from Current Seasonal Collections
Cost: \$168.00 • Available Now!



JR8C

8 Jelly Rolls from Current Collections
Cost: \$180.00 • Available Now!



Get ready to roll!

Download all available Project Jelly Roll contest info, free patterns, & additional assets on the Marketing Tools section of your Moda account:

modafabrics.com/project-jelly-roll