



## Everything you need to prepare for National Sew a Jelly Roll Day 2020!

SEPTEMBER 19, 2020

Limited Edition Grunge  
Junior Jelly Rolls

Fabric Requirements for 2020  
Project Jelly Roll Patterns

Updated Shop Display  
Contest Information





## NATIONAL SEW A JELLY ROLL DAY 2020

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# MARK Y@UR CALENDARS!

National Sew a Jelly Roll Day  
SEPTEMBER 19, 2020

Get your ideas brewing for a roll-icking good time—National Sew a Jelly Roll Day is September 19, 2020 (the 3rd Saturday of the month). We have a few new features for the event this year—limited edition Grunge Jr. Jelly Rolls and no registration required—as well as our annual Project Jelly Roll Display Contest for shops. We encourage you to really go all in for a Moda Jelly Roll event with signage, promotions, fun projects and more!

Keep an eye on the calendar, check out the included poster, and load up on Project Jelly Roll goodies available to order now to start prepping!

**JUNE 15** - Email blast to shops with the schedule, PDFs of signage and display contest rules and previews of Jelly Roll patterns.

**JUNE 29** - Email to shops with links to the Shop Exclusive Jelly Roll Patterns

**JULY 13** - Email to shops with additional marketing/promotional signage

**AUGUST 3** - List of top selling Jelly Roll patterns by Moda designers and vendors

**SEPTEMBER 1** - Last email to shops with reminders for the Shop Display Contest entry process, and any additional marketing/promotional items.

## PROJECT JELLY ROLL® DISPLAY CONTEST

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:**

- Best Jelly Roll Shop Display
- Most Moda-licious Display
- Mr. Dunn's Choice

**PRIZE:** Three (3) winners will receive \$500.00 wholesale credit applied to future purchases.

**RULES:** Take a picture (or multiple pictures) of your display and post it to Instagram with the hashtag **#ProjectJellyRoll2020**.

- If you're not on IG, you can e-mail it to [cnelson@modafabrics.com](mailto:cnelson@modafabrics.com).
- Each shop will have one entry, though you may share multiple photos.
- Only stores are eligible for prizes
- Remember: the Jelly Rolls used **must be Moda Fabrics**.

**NO REGISTRATION REQUIRED**

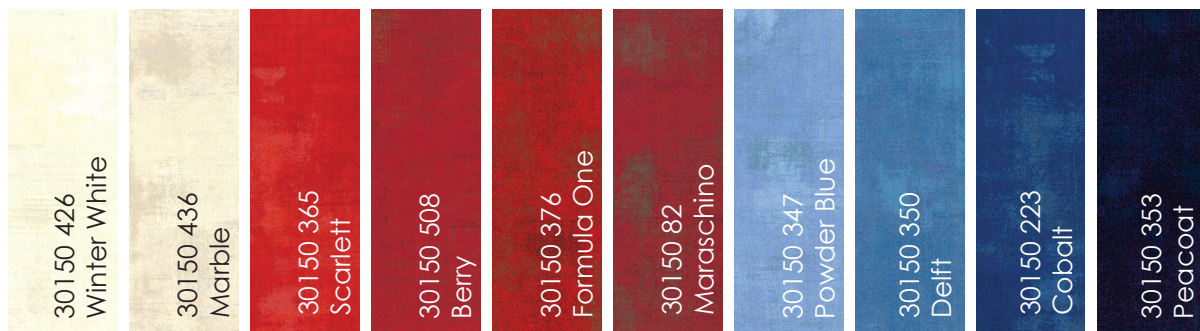
Simply post a picture and you've entered!

**DATES:** Contest runs September 14 through September 23, 2020. The winner will be announced on September 30.



# LIMITED EDITION GRUNGE JR. JELLY ROLLS

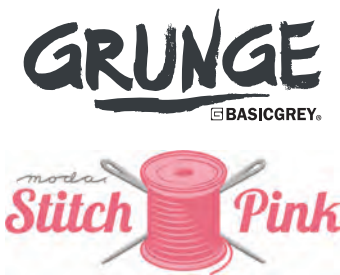
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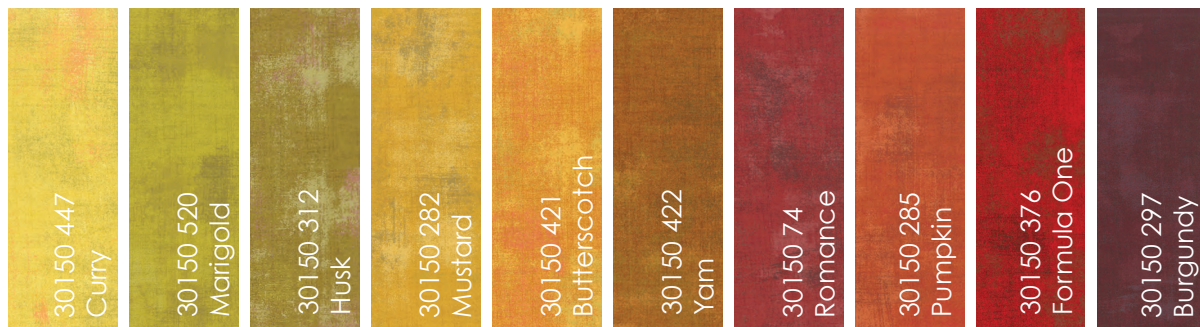
JJR pk 6  
Stock #: 30150JJROG  
Cost: \$11.00



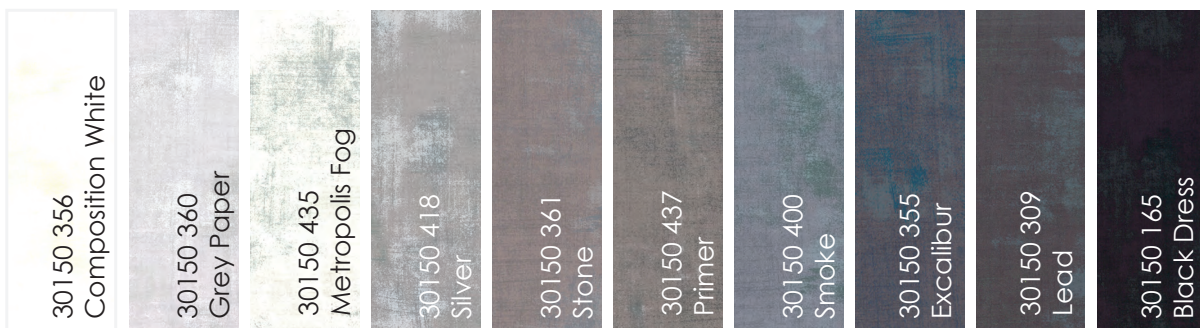
JJR pk 6  
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Cost: \$11.00



JJR pk 6  
Stock #: 30150JJRSP  
Cost: \$11.00



JJR pk 6  
Stock #: 30150JJRGA  
Cost: \$11.00



JJR pk 6  
Stock #: 30150JJRSL  
Cost: \$11.00



JJR pk 6  
Stock #: 30150JJRY  
Cost: \$11.00



## SHIPPING IN JULY

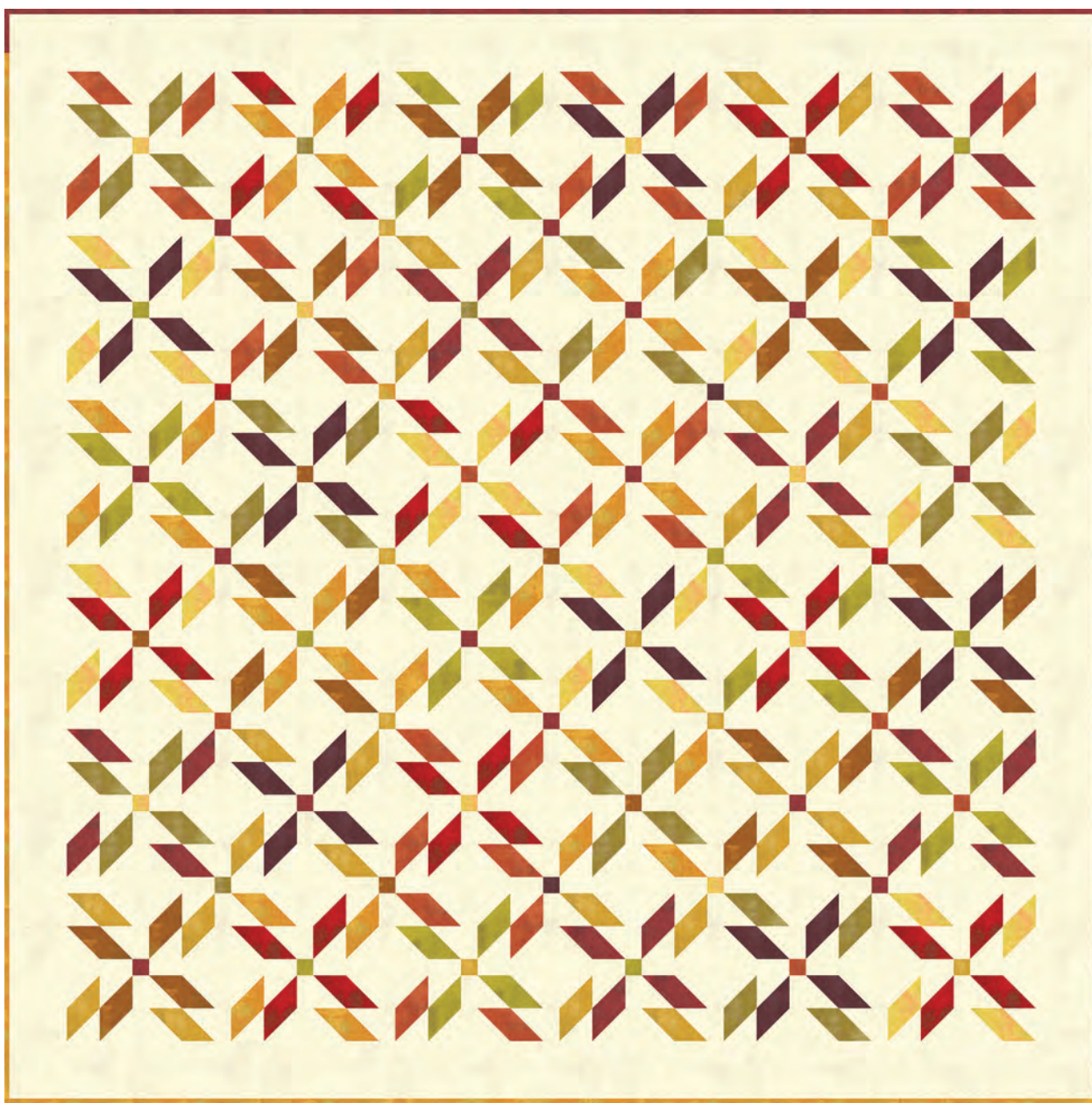
These fabulous Grunge bundles are also available as 8 Yard Assortments and AB Bundles!



# SPARKLE

66" x 66"

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**GRUNGE**  
©BASICGREY

Glorious   
**Autumn**

2 Junior Jelly Rolls  
30150JJRGA



BACKGROUND: 4¼ yd  
30150 102 Grunge Manilla



BINDING: ⅝ yd  
30150 74 Grunge Romance



BACKING: 4¼ yd  
30149 522M Grunge Hits the Spot  
Harvest Gold



## BACK PORCH

ME & MY SISTER DESIGNS

GOOD THINGS HAPPEN ON THE BACK PORCH!

1 Back Porch Jelly Roll  
22390JR



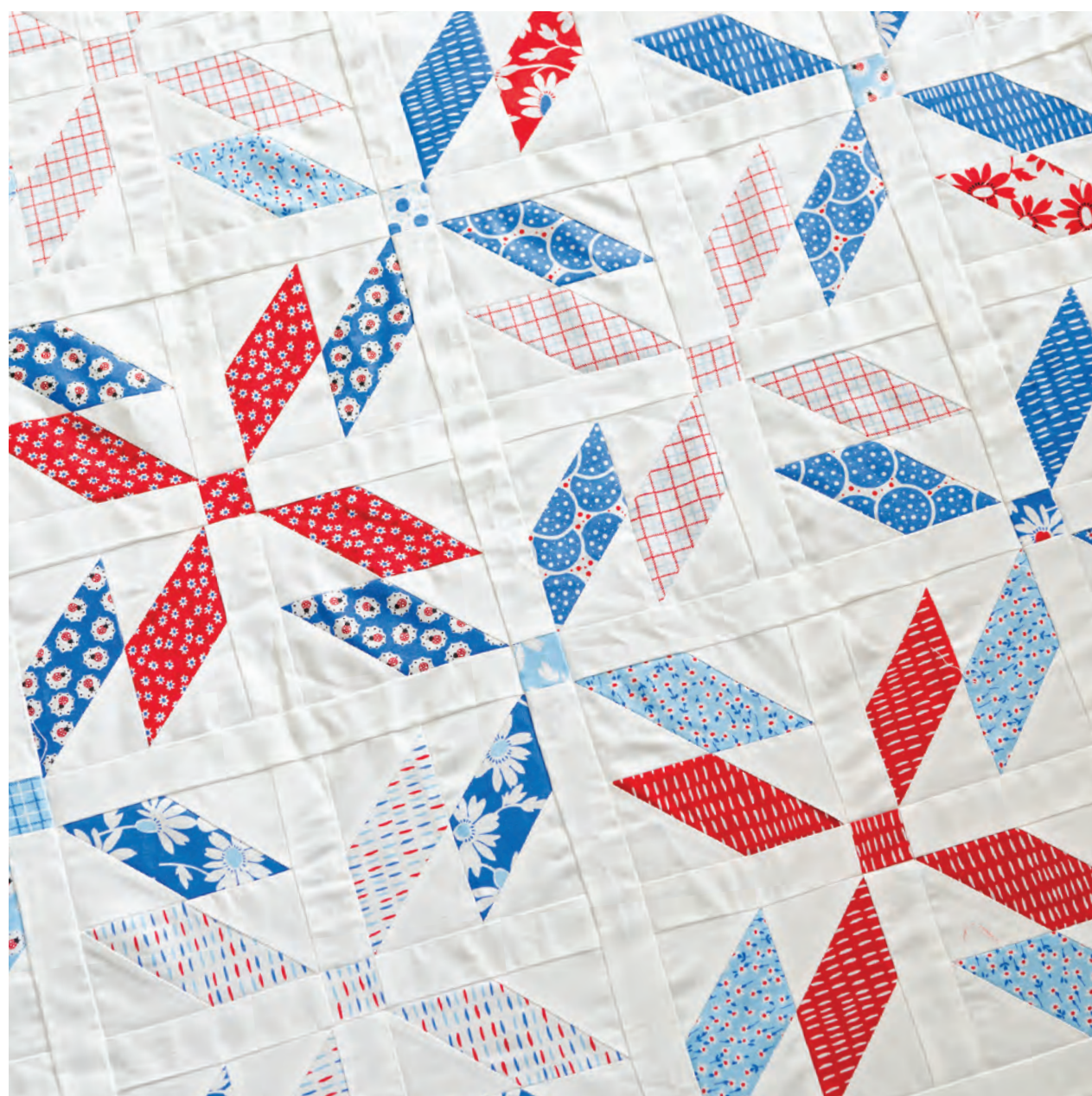
BACKGROUND: 4¼ yd  
9900 200 Bella Solid Off White



BINDING: ⅝ yd  
22394 11



BACKING: 4¼ yd  
22390 13



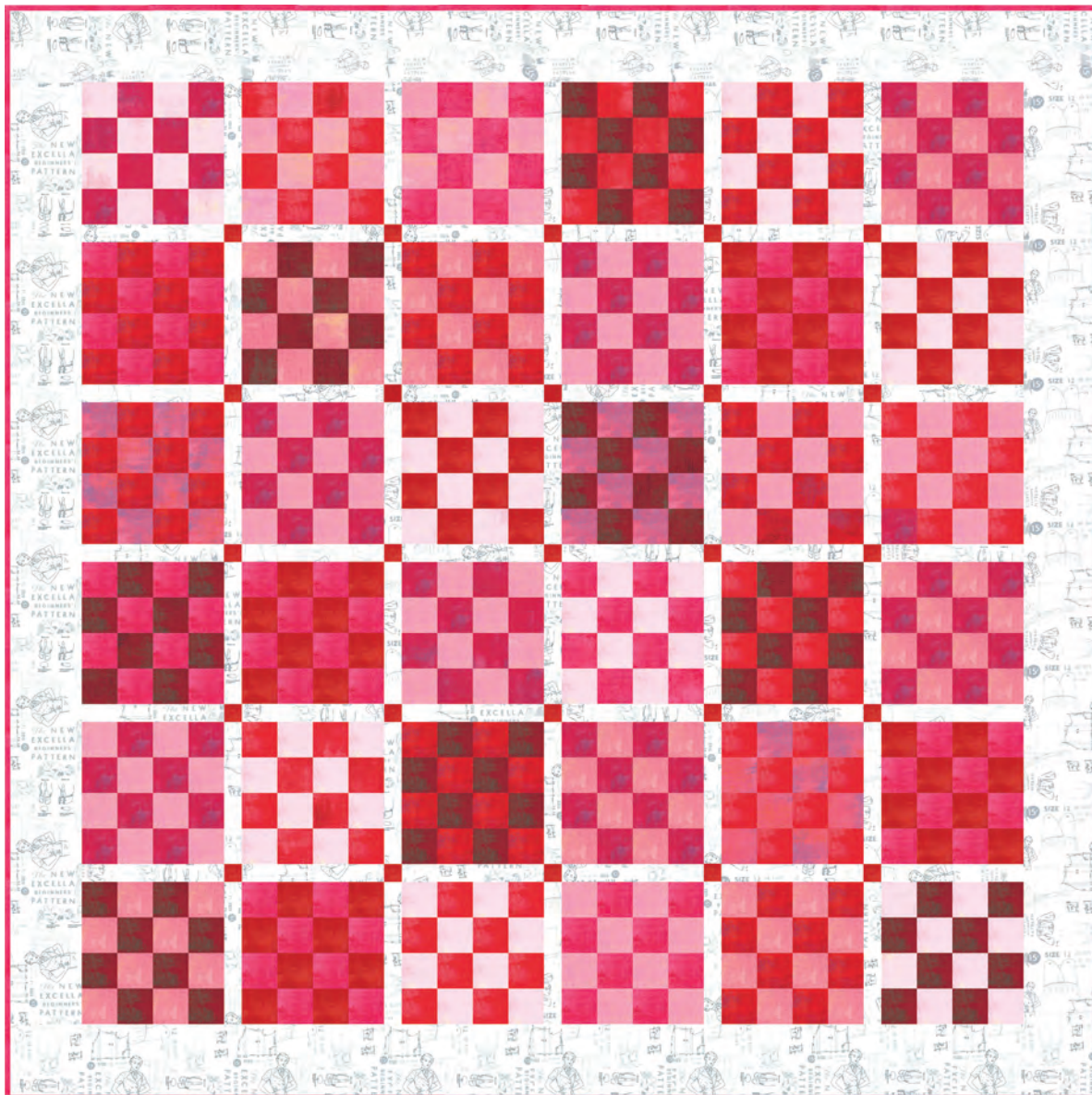
Yardages provided at the time of this printing may change. Please consult the printed pattern before cutting kits.



# SHORT & LONG - CHECKERBOARD

61"x61"

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**GRUNGE**  
BASICGREY.



2 Junior Jelly Rolls  
30150JJRSP



BACKGROUND: 1½ yd  
1672 11 Zen Chic Modern  
Backgrounds More Paper White



BINDING: ⅝ yd  
30150 328 Grunge Paradise Pink



BACKING: 4 yd  
30150 325 Grunge Apple Blossom



**GRUNGE**  
BASICGREY.

Cool  
Change



1 Junior Jelly Roll  
30150JJRCC



1 Junior Jelly Roll  
30150JJRSP



BACKGROUND: 1½ yd  
9900 200 Bella Solid Off White



BINDING: ⅝ yd  
30150 254 Grunge Flamingo



BACKING: 4 yd  
30148 34 Grunge Seeing Stars Grape



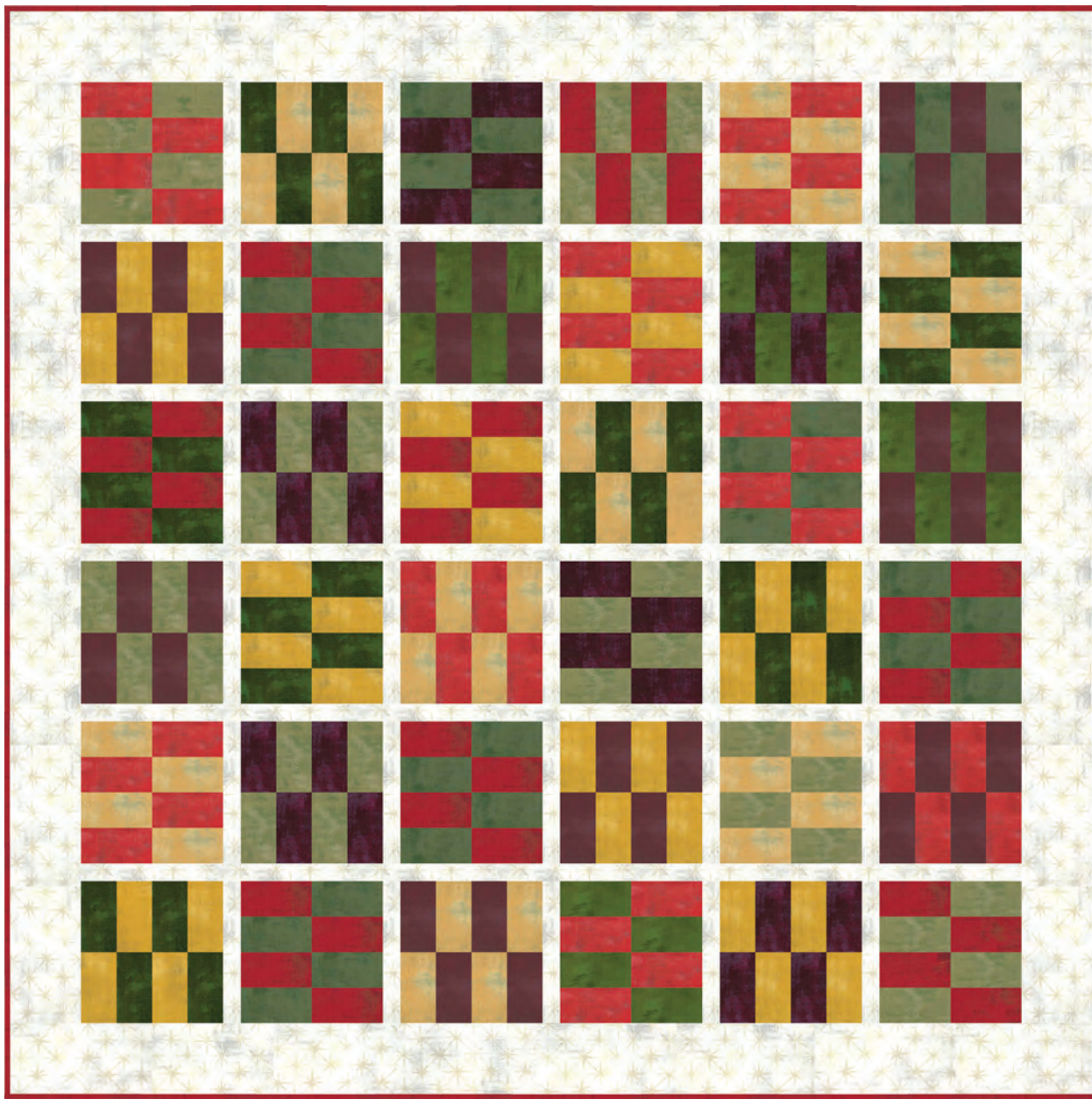
Yardages provided at the time of this printing may change. Please consult the printed pattern before cutting kits.



# SHORT & LONG - RECTANGLES

61"x61"

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**GRUNGE**  
BASICGREY.

## Yuletide

2 Junior Jelly Rolls  
30150JJRY



BACKGROUND: 1½ yd  
30148 12 Grunge Seeing Stars Vanilla



BINDING: ⅝ yd  
30150 508 Grunge Berry



BACKING: 4 yd  
30150 98 Grunge Sea Foam



**GRUNGE**  
BASICGREY.

## Glorious Autumn

2 Junior Jelly Rolls  
30150JJRGA



BACKGROUND: 1½ yd  
30148 60 Grunge Seeing Stars  
Black Dress



BINDING: 1 Junior Jelly Roll Grunge  
Glorious Autumn  
30150JJRGA  
\*Or ⅝ yd of your choice\*



BACKING: 4¼ yd  
30149 40 Grunge Hits the Spot Yellow



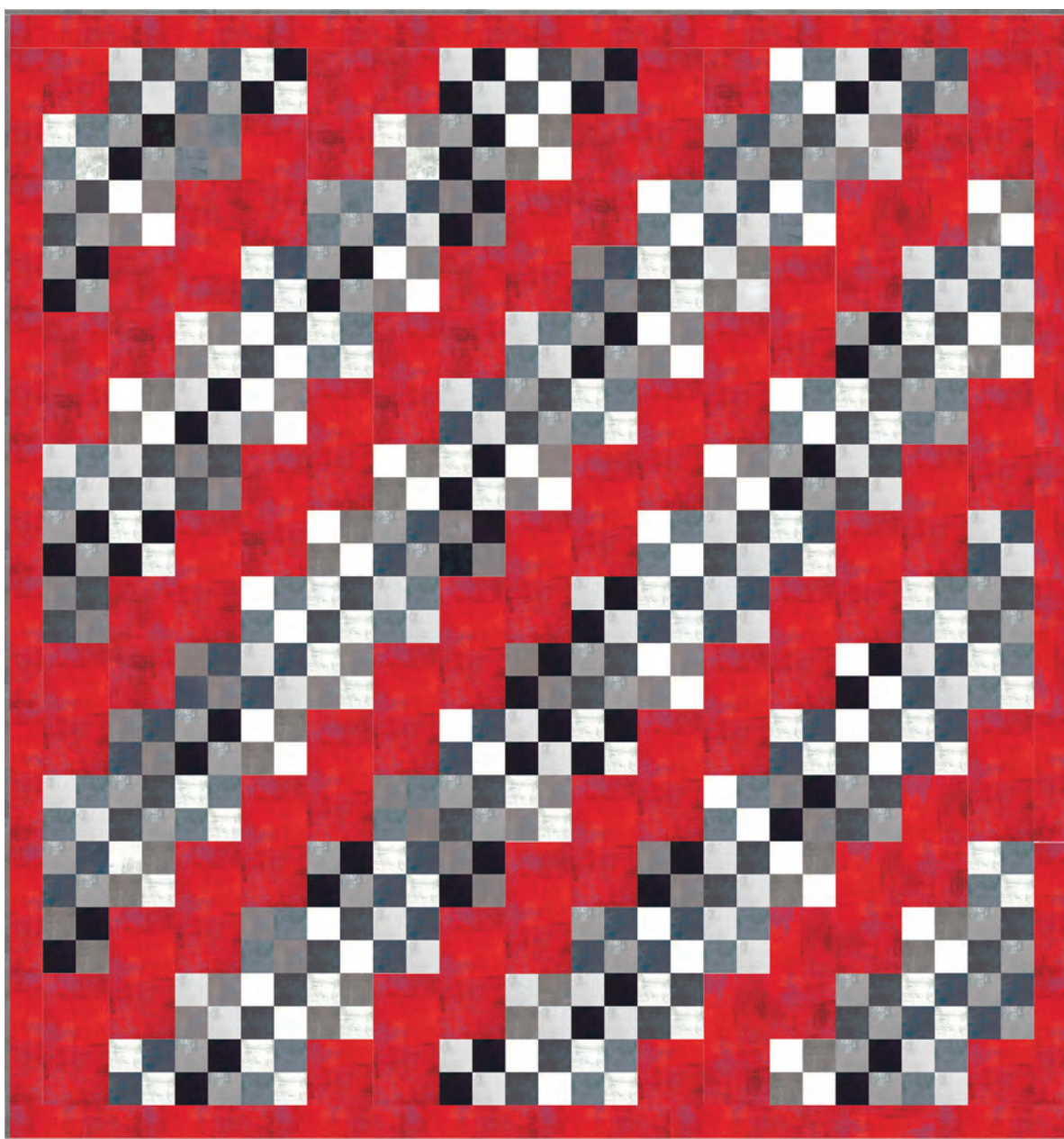
Yardages provided at the time of this printing may change. Please consult the printed pattern before cutting kits.



# THREE AT A TIME - SQUARES

64"x72"

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**GRUNGE**  
BASICGREY.

SILVER  
LININGS

2 Junior Jelly Rolls  
30150JJRSL



BACKGROUND: 2½ yd  
30150 332 Grunge Rococco



BINDING: ⅝ yd  
30150 437 Grunge Primer



BACKING: 4 yd  
8654 57 Essentially Yours Dots  
White Black



**GRUNGE**  
BASICGREY.

**Yuletide**

2 Junior Jelly Rolls  
30150JJRY



BACKGROUND: 2½ yd  
30148 13M Grunge Seeing Stars Manilla



BINDING: ⅝ yd  
30148 13M Grunge Seeing Stars Manilla



BACKING: 4 yd  
30150 345 Grunge Olive Branch



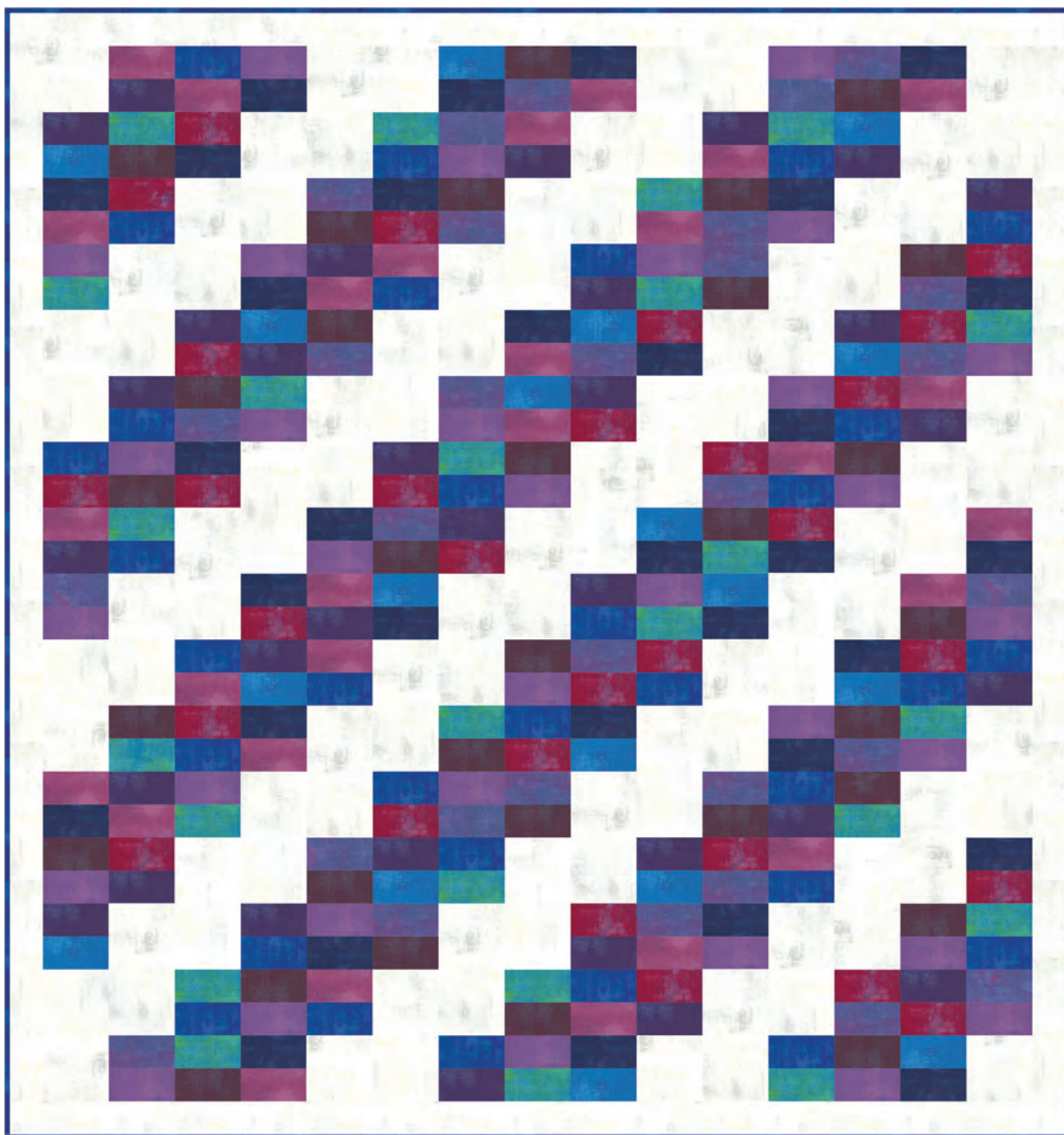
Yardages provided at the time of this printing may change. Please consult the printed pattern before cutting kits.



# THREE AT A TIME - RECTANGLES

64"x72"

moda  
FABRICS + SUPPLIES®



**GRUNGE**  
BASICGREY®

*Cool Change*

2 Junior Jelly Rolls  
30150JJRCC



BACKGROUND: 2½ yd  
30148 11 Grunge Seeing Stars Eggshell



BINDING: ⅝ yd  
30150 351 Grunge Surf the Web



BACKING: 4 yd  
30150 476 Grunge Berry Pie



## ZOOLOGY BY GINGERBEE

1 Zoology Jelly Roll  
48300JR



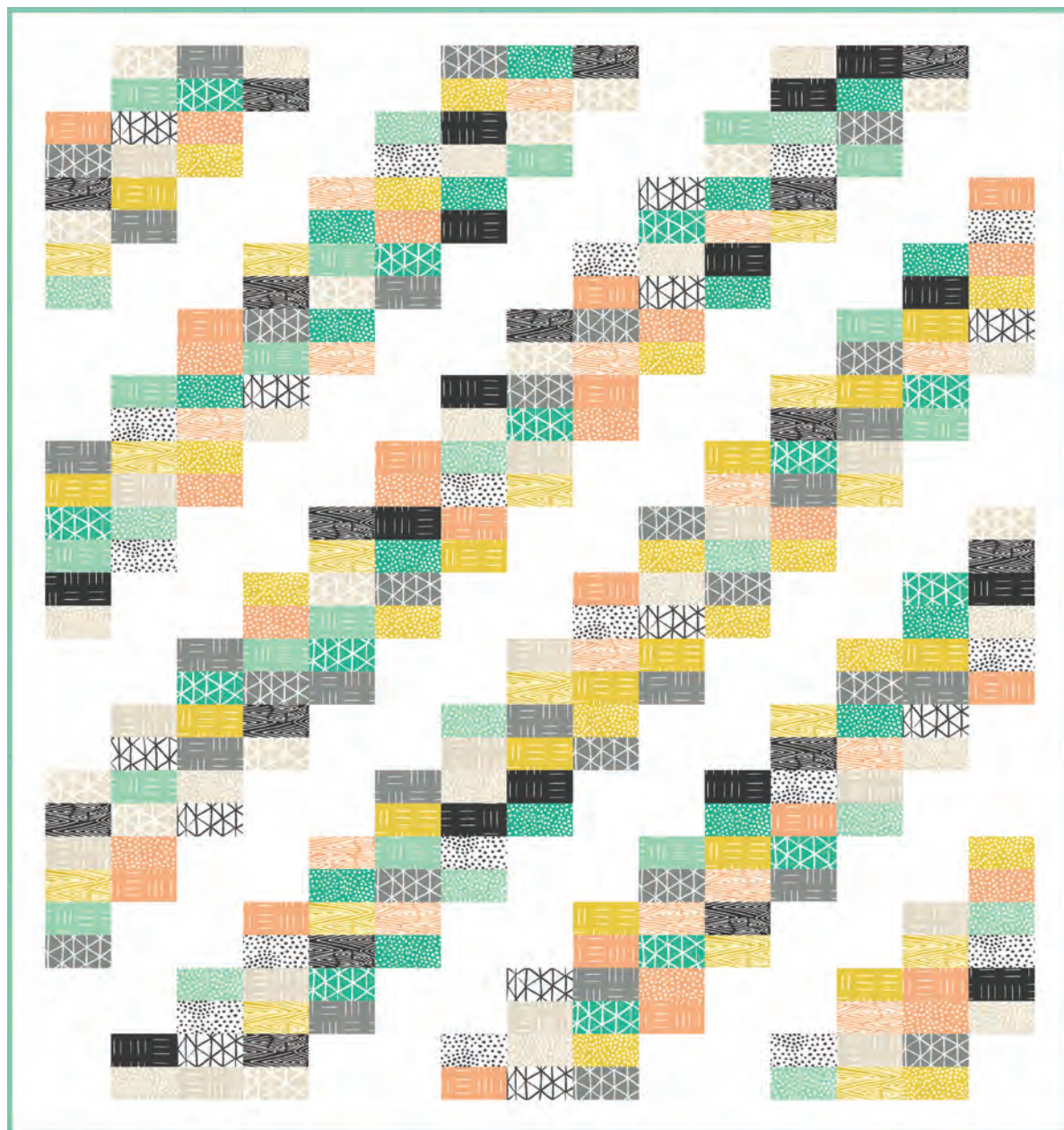
BACKGROUND: 2½ yd  
9900 200 Bella Solid Off White



BINDING: ⅝ yd  
48304 15



BACKING: 4 yd  
48305 12



Yardages provided at the time of this printing may change. Please consult the printed pattern before cutting kits.

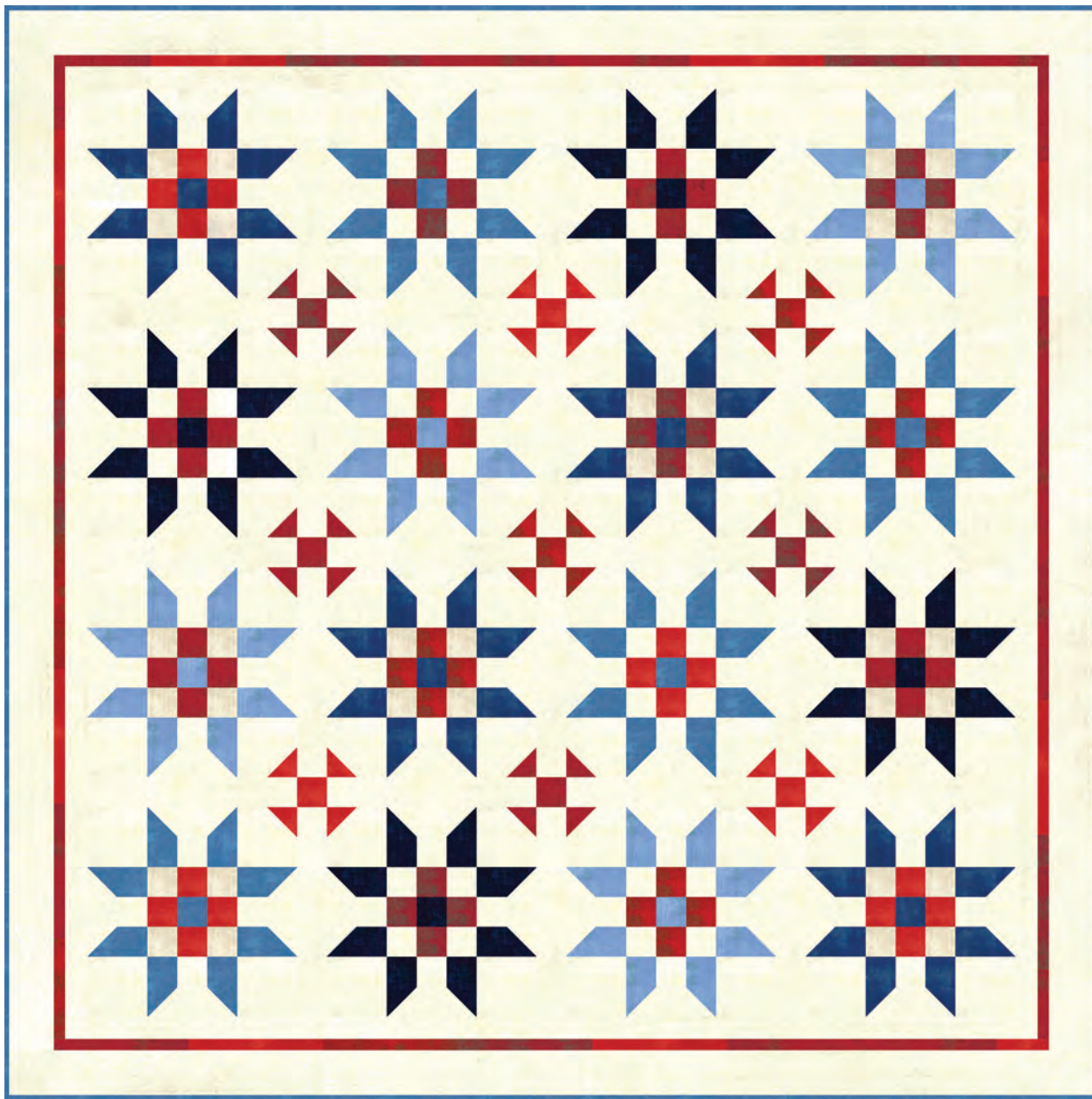




# ILLUSION

72"x72"

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**GRUNGE**  
BASICGREY®

## ★ OLD ★ GLORY

2 Junior Jelly Rolls  
30150JJROG



BACKGROUND: 4½ yd  
30150 426 Grunge Winter White



BINDING: ⅝ yd  
30150 350 Grunge Delft



BACKING: 4¼ yd  
30148 23M Grunge Seeing Stars Cherry



# folktale

Lella Boutique

1 Folktale Jelly Roll  
5120JR



BACKGROUND: 4½ yd  
9900 200 Bella Solid Off White



BINDING: ⅝ yd  
5120 13



BACKING: 4¼ yd  
5124 12



Yardages provided at the time of this printing may change. Please consult the printed pattern before cutting kits.

# Get Ready to Roll!

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September 19, 2020