



Create a basic stretch band bracelet - no loom necessary! A.C. Moore has the stretch bands, buttons and tools you need!

BERLIN, N.J., Sept. 25, 2013 /PRNewswire/ -- Customizable pink stretch band bracelets; make-your-own pink tie-dye shirts; pink-themed jewelry; pink and white Starbella ruffled scarves; and creative team support signs are all part of A.C. Moore's

(
www.acmoore.com

) 2013 joint effort with the American Cancer Society Making Strides Against Breast Cancer®

campaign that is running now through
October 12
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A.C. Moore customers can show their support to this cause by creating one or several pink projects, all designed to be DIY for every specific situation, event or activity. The joint program kicked off at all 140 stores on Sept. 8, with a dollar donation program at check out and then on Sept. 28, customers can participate in a free DIY bracelet project. All are invited to any A.C. Moore store from 1 p.m. to 3 p.m. on Sept. 28 to make their own on-trend pink stretch band bracelet for free, so people of all ages can show their support in the fight against breast cancer at upcoming walks and events.

"Last year, our stores collectively raised \$150,000 during this brief period," said Pepe Piperno, Chairman of the Board of A.C. Moore

. "We hope to continue the giving trend this year and to help we are adding fresh new project ideas so people can show their support and their creativity. The American Cancer Society is an organization that has truly made a difference in the world of so many who have fought and are continuing to fight breast cancer."

This marks the third year in a row A.C. Moore, along with its associates and customers, are teaming up to raise funds for the American Cancer Society. This fundraising program is part of A.C. Moore's "Crafting a Better World" Program which helps local communities. Since its launch in 2010, the program has raised more than \$1 million for not-for-profit organizations that provide services in the communities in which A.C. Moore stores operate.

To locate your local A.C. Moore Arts & Crafts, visit <http://www.acmoore.com/> , www.facebook.com/acmoore ,
twitter.com/officialacmoore
and
www.youtube.com/officialacmoore
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Video with caption: "Create a basic stretch band bracelet - no loom necessary! A.C. Moore has the stretch bands, buttons and tools you need!" Video available at:
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