



Join Us in Celebrating 45 Years of  
Moda Fabrics & United Notions

**2020**  
**GRUNGE**

 **BASICGREY®**

**CONTEST**

SHOP GUIDE



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# 2020 GRUNGE

BASICGREY®

## CONTEST

### Join us in celebrating 45 years of Moda Fabrics & United Notions!

Moda loves Grunge, and we know our customers do too. And it is a truth universally acknowledged, that sewists in possession of great fabric, must be in want of a contest!

#### THE BASICS

Quilters are encouraged to create a project using entirely Grunge fabrics, and submit entries to their local fabric shop for display and voting. Then each shop will submit their most Grunge-tastic quilt to Moda for judging and opportunity for both shop and quilter to win a prize!

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## WHO IS ELIGIBLE?

All quilters who would like to create a quilt using any of the Moda Grunge fabric lines!

## PRIZE AWARDS

<b>First Place</b>	\$2,000 to quilter	\$1,000 Moda credit to shop
<b>Second Place</b>	\$1,000 to quilter	\$750 Moda credit to shop
<b>Third Place</b>	\$750 to quilter	\$500 Moda credit to shop

*Your quilt  
could be here!*

All 3 winning quilts  
will be displayed in the  
Moda booth at Fall Quilt  
Market 2020!



# 2020 GRUNGE CONTEST

## RULES

1. Quilt top and backing must contain **ONLY** Moda Grunge brand fabrics—Grunge, Grunge Metallics, Grunge Seeing Stars, Grunge Hits the Spot. A current list of Grunge fabrics is available in the 2020 Moda Basics Catalog.
2. Any type of piecing, quilting, embroidery, thread art, etc can be used. Original work only, no quilts from patterns will be accepted.
3. All 4 sides of quilt should measure 240" total or less. For example, a 60"x60" quilt = 240" total (60" times 4 sides). A 40"x50" quilt = 180" (40" times 2 sides & 50" times 2 sides).
4. Quilts must be fully completed, quilted and bound. No quilt tops will be accepted.
5. Quilts must be labeled with Maker's and Quilter's name, city and contact information.
6. No limit to number of entries per individual during the local shop portion of the contest. Each shop may submit 1 quilt only to Moda for final judging.

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## GRUNGE FABRICS

Grunge fabrics are Moda basics that give the perfect touch of texture to any project. Debuting in 2008 as part of BasicGrey's first collection, Urban Couture, Grunge is one of Moda's most popular basics and has grown to encompass seven different fabric lines.



# 2020 GRUNGE CONTEST

## PHOTO SUBMISSIONS TO MODA

Stores should submit digital images (1 full-quilt photo and 1 close-up detail photo) of their winning quilt, along with winners information, to Moda via email at [marketing@modafabrics.com](mailto:marketing@modafabrics.com). All entries must be sent via email. Total file size of attached images should not exceed 20MB.

Since we are judging quilts off of photos, please make sure to take time to show off your quilt in the best way possible!

## HOW DO I GET THE WORD OUT?

Shops will have access to postcard and poster designs to hand out to customers or display in shop to get excitement building for the contest! See your Moda rep for samples, and keep an eye on the Moda blog for those downloads to print as needed. Use **#GrungeContest2020** on social media to share projects, events and displays.

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## IMPORTANT DATES

**FEB. 1** Start letting your customers know about the contest, organizing any sales or in-store Grunge events, and accepting/displaying quilt entries.

**SEPT. 1 - SEPT. 7** Store Display and Voting September 1 through September 7 (Labor Day Weekend)

**SEPT. 14** Submissions from shop of winning quilt are due by September 14, 2020.  
\*\*See photo note on previous page\*\*

**OCT. 1** Moda will contact the winning stores by October 1, 2020. Stores will contact their winner.

**OCT. 15** All 3 winning quilts must be received at Moda HQ by October 15, 2020 in order to hang at Fall Quilt Market.

**OCT. 24 - OCT. 26** Fall Quilt Market in Houston, TX.





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