



Quilting Treasures™

is off to see
The Wizard of Oz!

Won't you come along?

The Wizard of Oz is one of the most beloved and the most watched films of all time! Quilting Treasures™ has partnered with Warner Bros. Consumer Products to bring fabric collections based on this beloved film to sewing and quilting enthusiasts across the country.

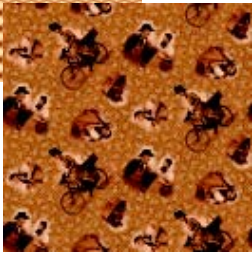
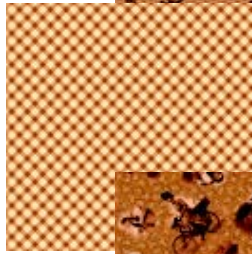
“This is a movie so many people hold dear to their hearts,” said Jill Giard, marketing brand manager at Quilting Treasures™, “we knew this had to be a special program! We had to be very thoughtful in the way it was executed.”

Putting their heads together, the Quilting Treasures™ team came up with a different approach. It was decided that the film, rich in iconic imagery, would be chronicled in a series of carefully edited collections. Fabric collections would be released over a period of six seasons.

Each **Classic Film Series** introduces new unforgettable images that touch the heart and spark the imagination. Classic *The Wizard of Oz* fabric designs, such as the blue gingham, *Ruby Slippers* and *Yellow Brick Road* prints work with and are available in every collection.

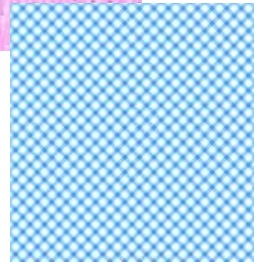
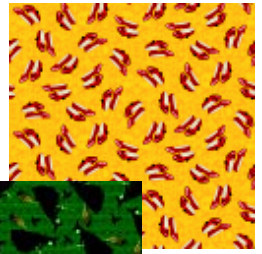


Under the Rainbow



Beautiful sepia collection with hints of a soft rainbow and *Ruby Slippers* feature Dorothy and Toto on their Kansas farm.

Over the Rainbow



To support these exciting fabrics, quilt projects will be published throughout the **Classic Film Series** on the Quilting Treasures™ Web site. In fact, the first two quilt projects, **Not in Kansas Anymore** and **Whirlwind** are the most often downloaded projects on the Quilting Treasures™ Web site (www.QuiltingTreasures.com)!

As the program unfolds, complementary product will be introduced to support and round out the *The Wizard of Oz* offering. Currently, Quilting Treasures™ offers adorable Munchkin Pack fat eighth bundles and collectible Charm Tins printed with *Ruby Slippers* and packed with 5" charm squares.

"We will be extending product lines as new fabric collections are introduced." Jill noted. "In addition, we have a page dedicated to the *The Wizard of Oz* on our Web site where we can share news, product updates and project ideas."

Film Series One and Two, Under the Rainbow and **Over the Rainbow** were unveiled Fall 2007 in Houston to a marvelous response.

"The entrance to our booth was decorated to look like an old-fashioned movie theater complete with *The Wizard of Oz* movie posters and red velvet curtains -- it was a lot of fun and the customers loved it!" said Jill with a laugh.

Under The Rainbow is a beautifully rendered sepia collection featuring *Dorothy* and *Toto* on their Kansas farm. Hints of soft colorful rainbows and *Ruby Slippers* foreshadow what's to come.

Are you a good witch or a bad witch? Bubble or broom -- from photo patch to character toss to allovers -- there is a fabric here for every project!

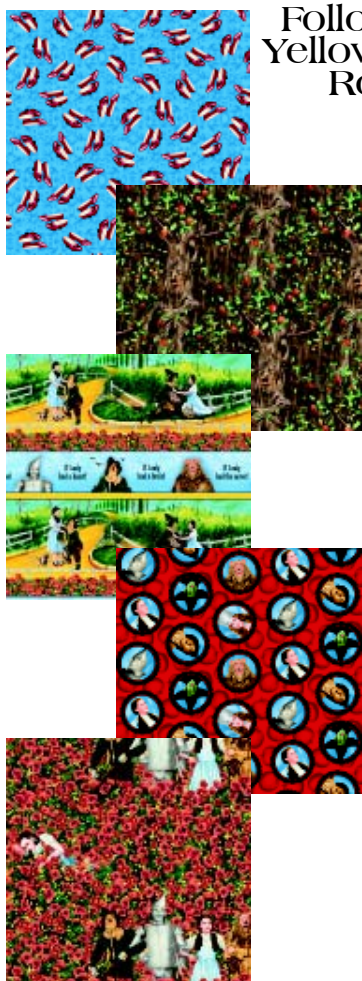
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The Wizard of Oz

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Follow the Yellow Brick Road



In addition to the large scale scenic (perfect for fussy cutting or for backing), a photo patch, large quilt block images of Dorothy and friends, and of course, fields of poppies are included.



THE WIZARD OF OZ and all related characters and elements are trademarks of and © Turner Entertainment Co. Judy Garland as Dorothy from THE WIZARD OF OZ.

This collection also features the farmhands, Miss Gulch and Professor Marvel. In **Over The Rainbow**, Dorothy steps through the sepia farmhouse door and finds herself over the rainbow! This collection finds Dorothy and Toto in *Munchkinland* where she is welcomed by *Glinda the Good Witch*, dons the *Ruby Slippers* and meets her nemesis, the *Wicked Witch of the West*.

“We recently returned from Spring Market in Portland, OR, where we introduced **Follow the Yellow Brick Road**,” continued Jill. “This line continues to build excitement as it introduces the *Scarecrow*, the *Tin Man* and the *Cowardly Lion*.”

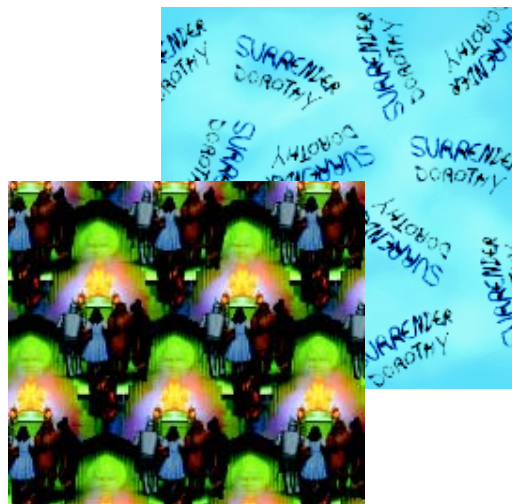
Third in the series, this collection takes the story along the *Yellow Brick Road* to the poppy field on the outskirts of *Emerald City*.

“People were thrilled to see the *Scarecrow*, *Tin Man* and *Cowardly Lion*, because they don’t appear in the first two collections.” Jill said, “The characters are introduced on fabric in the same order they appear on film, so each new collection introduces new characters.”

Film Series Four **The Wizard of Oz!** will be released in Houston at Fall Quilt Market 2008 this October. As the title indicates -- the *Great and Powerful Oz* will make an appearance on fabric! This is followed in Spring 2009 by *The Wicked Witch’s Castle*. The fifth collection finds the intrepid group in the Haunted Forest where *Dorothy* and *Toto* are taken captive by the *Wicked Witch* and her *Winged Monkeys*. The last of the series, *There’s No Place Like Home* will be launched in Fall of 2009, which is the 70th anniversary of *The Wizard of Oz!* Just like the end of the movie, this final film collection will include the memorable images of the characters receiving their wishes. Quilting Treasures™ is developing commemorative prints along with projects and a very special event for this series!

But the adventure won’t end when the **Classic Film Series** does -- Quilting Treasures™ will introduce new *The Wizard of Oz* fabric designs each season. Enjoy a timeless classic with these dream-come-true fabrics from Quilting Treasures™!

The Wizard of OZ



Colorfully detailed images of the *Great and Powerful Oz*, *Emerald City* and more are sure to delight Oz enthusiasts of all ages!