

Schrive Rodney  
Form 3  
September 07, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
A. Schriver Rodney		(Month/Day/Year)	A.C. Moore Arts & Crafts, Inc. [ACMR]	
(Last)	(First)	(Middle)	08/26/2010	
A.C. MOORE ARTS & CRAFTS, INC., 130 A.C. MOORE DRIVE			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)				(Check all applicable)
			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below) (specify below)	
			VP, Chf Acctg Off, Controller	
BERLIN, NJ 08009	6. Individual or Joint/Group Filing(Check Applicable Line)			
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Form filed by One Reporting Person	
			<input type="checkbox"/> Form filed by More than One Reporting Person	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common stock, no par value	17,128 <sup>(1)</sup>	D	A

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (Right to Buy)	Â (2)	02/20/2014	Common Stock	3,600	\$ 20.37	D	Â
Employee Stock Option (Right to Buy)	Â (2)	08/26/2014	Common Stock	750	\$ 21.95	D	Â
Employee Stock Option (Right to Buy)	Â (2)	08/25/2015	Common Stock	750	\$ 23.51	D	Â
Stock Appreciation Right	Â (3)	03/31/2015	Common Stock	8,516	\$ 6.82	D	Â
Stock Appreciation Right	Â (3)	02/20/2016	Common Stock	5,865	\$ 1.48	D	Â
Stock Appreciation Right	Â (3)	03/25/2017	Common Stock	20,000	\$ 2.78	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Schriver Rodney A.C. MOORE ARTS & CRAFTS, INC. 130 A.C. MOORE DRIVE BERLIN, NJ 08009	Â	Â	Â VP, Chf Acctg Off, Controller	Â

## Signatures

/s/ Amy Rhoades, by Power of Attorney 09/07/2010

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- (1) Includes: (i) 1,500 shares of performance accelerated restricted stock ("PARS") which vest in three equal installments upon the Company's achievement of certain financial performance targets and vest in full on the date that is four years from the grant date, if not earlier vested; (ii) 2,981 PARS which vest in four equal installments upon the Company's achievement of certain financial performance targets and vest in full on the date that is five years from the grant date, if not earlier vested; (iii) 7,647 PARS which vest in three equal annual installments or upon the Company's achievement of certain financial performance targets; and (iv) 5,000 shares of restricted stock which vest in two equal annual installments beginning on the first anniversary of the grant date.
- (2) Employee Stock Options vested in three equal annual installments, beginning on the first anniversary of the grant date.
- (3) Stock Appreciation Rights vest in three equal annual installments, beginning on the first anniversary of the grant date.

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### Remarks:

Exhibit 24 - Power of Attorney

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The filing of this Statement shall not be construed as an admission (a) that the person filing this

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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