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For Immediate Release

BEAD EXPO 15th ANNUAL INTERNATIONAL BEAD SHOW HEADS TO OAKLAND, CALIFORNIA, IN 2007

Oakland, Calif. and Loveland, Colo., December 13, 2006: **Beadwork Bead Expo**—one of the largest consumer bead shows in the United States—will be making its first appearance in California at the **Oakland Convention Center** April 11–15, 2007. This annual event is sponsored by *Beadwork* magazine and Interweave Press, a leading craft enthusiast media company and the dominant publisher in the beading, gem, and jewelry-making category with six subscription magazines and eight annual special events. **Bead Expo** brings together the best of the beading and jewelry-making community under one roof, offering five days of world-class workshops with renowned instructors; incredible shopping at the international bead bazaar; a two-day Symposium organized by the Center for the Study of Beadwork and the Society of Bead Researchers; The Beaded Bag juried exhibit; opportunities to meet best-selling authors; and more.

SHOP BEADS

More than **150 vendors** and artisans are traveling from all over the world to participate and sell their handmade jewelry and art pieces, beads, pearls, gems, semiprecious stones, gold, silver, art glass, findings, tools, books, videotapes, fabrics, and more. The bazaar promises to appeal to shoppers of all different tastes and budgets, with beads ranging in price from a few cents to thousands of dollars. Some notable vendors include Sonoma-based **Soft Flex Co.**, one of the country's largest manufacturers and retailers of jewelry-making supplies; **Bonita Creations**, importer of fine gems and unusual stones from around the world; **Just Let Me Bead's** Laura McCabe, the designer of elaborately beaded body adornments, who is making the trek from Connecticut to sell her creations; and Northern California's **Tika**, who will be hawking her popular line of ethnic and vintage beads and jewelry. At least **60 vendors hail from California**, including Oakland's own lampwork artist Marcia Parker, who will be in attendance selling her popular **Heart Works Beads** line of glass beads.

The shopping opens to the public Friday, April 13, Noon–8 p.m.; Saturday, April 14, 10 a.m.–6 p.m.; and Sunday, April 15, 11 a.m.–4 p.m. Attendance is \$8 daily or \$20 for a three-day pass. Workshop students and symposium registrants receive free admission with their name badge and are invited to the bazaar's VIP Night and Wholesale Preview on Thursday, April 12, 5–9 p.m. For a full list of vendors, visit beadexpo.com.

CREATE JEWELRY

Bead Expo offers more than **110 unique workshops** with master teachers and authors in almost every beading or jewelry-making technique in the field, including felting, lampwork, beading on fabric, wirework, metalwork such as soldering and antiquing, metal clay, bead crochet, bead knitting, off-loom and loom bead weaving, and a variety of seed bead classes. Also high in demand are classes on marketing and selling handmade jewelry and beads. Registration is now open for the Bead Expo workshops at beadexpo.com. Last-minute workshop registrants are invited to the **Meet the Instructors Night** on Thursday, April 12 from 5–9 p.m. to browse the projects they will learn to make during April 13–15 classes and sign up on-site.

Other Not-to-miss Special Events:

- Meet best-selling beading and jewelry-making authors Mark Lareau (*All Wired Up*), Viki Lareau (*Marketing and Selling Your Handmade Jewelry*), Carol Cypher (*Hand Felted Jewelry*), and Larkin Jean Van Horn (*Beading on Fabric*), and other acclaimed authors.
- Get a personal shopping consultation with *Beadwork* Editor-in-Chief Marlene Blessing and Editors Dustin Wedekind, Jamie Hogsett, and Danielle Fox.
- View *Beadwork V: The Beaded Bag* juried art show. From functional to figurative to miniature, these winning bags were selected from dozens of entries and will present a totally new view of the words “beaded bag.” Free with admission to the Bazaar.
- Attend the Symposium, April 14–15, 9 a.m.–Noon, a presentation of lectures by acclaimed scholars and curators on “Beaded Bags and Containers Worldwide.” Registration is required; admission is \$60 for a one-day pass, \$100 for a two-day pass.
- Listen to the Educational Lecture “Contemporary Beads and Jewelry” presented by Kate Drew-Wilkinson and Nadine Piskadlo on Saturday, April 14, 7–9 p.m. Admission is free and open to the public.
- Create free jewelry during Bazaar hours at *Beadwork* booth “make-and-takes.”
- Register for hourly prize drawings and much more!

Online registration for Bead Expo workshops and the symposium is now open on the show's website: www.beadexpo.com.

About *Beadwork* Bead Expo:

Beadwork Bead Expo is widely considered the premier event in the bead industry. Bead Expo launched its first show in 1992 in Santa Fe, N.M., and was acquired by Interweave Press LLC in 2006 from its founder, Recursos de Santa Fe. The expo also has exhibited in Miami, Florida; San Antonio, Texas; and Charleston, South Carolina. Bead Expo's reputation and success can be attributed to its highly respected workshops, its quality exhibitors, and its committed and impassioned attendees.

About Interweave Press LLC:

Interweave Press, a unit of Aspire Media, is one of the nation's leading media companies with businesses centering on magazine and book publishing, interactive media, and events for craft enthusiasts. The Interweave Press Publishing Group features 12 subscription magazines and many more special interest publications published once or twice a year. Interweave Press has more than 200 books in print and annually publishes about 25 best-selling, how-to craft books on the same subjects as the company's magazines. Additionally, Interweave Press operates 8 annual craft enthusiast events and has an extensive Internet presence that includes nearly 30 websites.

Linda Ligon founded the company in the 1970s when she began publishing *Handwoven* and *Spin-Off* magazines. Since then, the company has grown to employ more than 100 people throughout the country, with corporate headquarters located in Loveland, Colo. For more information on Interweave Press, please visit www.interweave.com or call (970) 669-7672

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EDITOR'S NOTE: Hi-res images of the Bead Expo, bead enthusiasts, and jewelry projects are available. For photos, interviews or for free media tickets to the show contact Jaime Guthals at (502) 243-6834 or JaimeG@interweave.com.