



## Interweave Hires Kristal Wick as Editor of BeadingDaily.com

Loveland, Colo., May 20, 2010: Interweave announced today that it has hired Kristal Wick as the new editor of BeadingDaily.com, effective May 24. BeadingDaily.com, serving nearly 200,000 community members, is Interweave's second largest online community for craft enthusiasts.

Wick joins Interweave with a rich background in writing, publishing, design, and entrepreneurship. After years as a technical writer and communications manager in the corporate world for companies such as US West, Coors, ProCard, and XOR, Wick decided to follow her passion and take the plunge into the craft and jewelry world.

Since then she has contributed articles and designs to more than 29 beading, jewelry making, sewing, quilting and mixed media magazines. She has worked with Interweave for several years, both as a jewelry designer and contributor to *Lapidary Journal Jewelry Artist*, *Stringing*, and *Beadwork* magazines, and as the author of *Fabulous Fabric Beads: Create Custom Beads and Art Jewelry* (Interweave, 2008). In addition, Wick has been a frequent guest on public television's *Beads, Baubles and Jewels* and *Quilting Arts*, which are sponsored in part by Interweave, and her work has been featured on HGTV's *Crafters Coast to Coast*.

Once a maker of glass jewelry, Wick was inspired in 2006 to design her signature Sassy Silkies handcrafted fabric beads by customer requests for lighter jewelry. She recently teamed up with JHB to manufacture and distribute her product line of Sassy Silkies and Batik Beauties into retail shops and e-commerce stores.

"Interweave is thrilled to have found someone who has the mix of skills it takes to be the online editor of BeadingDaily.com. Kristal's strong technical writing background, plus her passion for this great community of beaders, makes her ideally suited for this opportunity," says Interweave Vice President and Publisher David Pyle.

"I am thrilled to be joining Beading Daily and look forward to working with all the editorial members in the bead group at this highly respected craft company," says Wick. "Beading Daily is such a vibrant community for people who are passionate about their craft and I can't wait to jump in and engage with them in new ways."

Wick is also 1 of 30 worldwide official "Create Your Style with Crystallized" Swarovski Ambassadors, teaching classes on designs with crystals to beading enthusiasts. Wick will be traveling around the country teaching classes and representing BeadingDaily.com at the following upcoming events in 2010:

- Bead & Button Show - Midwest Airlines Center, Milwaukee, WI, June 6-13
- Bead Fest Philadelphia - Valley Forge Convention Center, Aug. 18-22
- Bead Fest Texas - Arlington Convention Center, Oct. 1-3
- International Quilt Market and Festival - Houston, TX, Oct. 30 - Nov. 1; Nov. 4-7
- Crystal Chix Cruise - Western Bahamas leaving out of New Orleans, Nov. 8-13

A resident of Colorado for more than 25 years, Wick will work from Interweave's Loveland, Colo. headquarters. She holds a Bachelors of Arts degree from the University of California-Irvine and also attended the Arvada Art School and Laguna Beach Art School.

**Websites**

[www.BeadingDaily.com](http://www.BeadingDaily.com)

[www.Interweave.com](http://www.Interweave.com)

**About Interweave**

Interweave, a unit of Aspire Media, is one of the nation's largest and most respected arts and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events. The Interweave Publishing Group features 16 subscription magazines and many more special interest newsstand publications sold on newsstands nationwide. Interweave has more than 290 books in print and annually publishes about 40 how-to books on the same subjects as the company's magazines. 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 175 people throughout the country, with corporate headquarters located in Loveland, Colorado, and other offices in New York, New York; Malvern, Pennsylvania; and Stow, Massachusetts. For more information on Interweave, visit [www.interweave.com](http://www.interweave.com) or call (970) 669-7672.

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