



Interweave Press Unveils BeadingDaily.com—A Place Where Life Meets Beading

Website Focuses on Engagement and Community Building through Daily Blog, Library of Free Beading Projects, Sharing of “Best of” Content from Interweave Press Books and Magazines; Search and Find Free Projects by Designer and Type

Loveland, Colo., August 1, 2007: Interweave Press today officially unveiled BeadingDaily.com, a new online beading community, library of free beading and jewelry-making projects, daily blog, and e-newsletter from the publisher of *Beadwork*, *Step by Step Beads*, *Step by Step Wire Jewelry*, and *Stringing* magazines.

Following on the heels of Interweave’s KnittingDaily.com launch earlier this summer, BeadingDaily.com will offer a new interactive experience combining the best content from the creative and trusted world of Interweave Press beading and jewelry-making books and magazines with original content and patterns exclusive to *Beading Daily*.

“These two new online platforms—KnittingDaily.com and BeadingDaily.com—have created exciting new opportunities for cross-media content and will significantly increase our ability to connect to craft enthusiasts with our trusted brands,” says CEO Clay Hall.

“*Beading Daily* is for anyone passionate about beads,” says editor Michelle Mach, who has contributed her designs to *Stringing*, *Simply Beads*, and *Beadwork* magazines. “Whether you’re just getting started or already live to bead, there’s a place for you at *Beading Daily*.”

To celebrate the launch, 20 Interweave Press employees participated in the first *Beading Daily* Challenge. The rules of the challenge were simple: each person made *something* with the same set of beads, and the results were imaginative and daring—ranging from beaded flip flops and a picture frame to stunning necklaces, earrings, bracelets, and more. A gallery of all 31 projects and step-by-step instructions to two of the projects are available exclusively on *Beading Daily*.

Features on *Beading Daily* include:

*Free Beading and Jewelry-making Projects: More than 100 project patterns are now available for free on the site, and new free projects will be added weekly. Users can search and find patterns by publication date, name of project or designer, and type of design. The site offers projects for every skill level in every design category imaginable: necklaces, bracelets, earrings, bags, home décor, and more. Projects are by some of the most accomplished designers in the industry, such as Arlene Baker, Jean Campbell, Linda Chandler, Katie Hacker, Linda Hartung, Barb Switzer, and many contributors to *Beadwork*, *Step by Step Beads*, *Step by Step Wire Jewelry*, and *Stringing* magazines.

*Daily Blog: Mach combines her love of beading with her Web savvy to provide readers a unique perspective on all things beading. A free weekly project—some exclusive to the site—kicks off the blog each week and is expected to draw as many downloads as comments.

*Daily e-newsletters: Beaders have something to look forward to each day—the blog posts and a download link for the free weekly project are sent to subscribers along with a sprinkling of product and event news.

*Techniques: *Beading Daily's* mission is to help beaders bead, so techniques and tips represent an ever-growing section of the site. Step-by-step instructions for a wide variety of techniques and beading stitches are provided in the project instructions—from peyote, brick, and square stitch to right-angle weave, netting, stringing, wirework, polymer clay, beadmaking, and bead crochet.

Beading Daily will continue to evolve throughout the year with the addition of an online project store, a local bead shop directory, and personalization and social networking features such as community forums. These features will further expand the site from a resource to a portal and meeting place for the beading community. By the year's end the site will offer greater opportunities for advertisers to digitally connect with beading enthusiasts.

"We will continue to add new features and upgrade existing ones to offer an even more dynamic and interactive user experience based on our readers' interests and to further enrich the site," says Bead, Gem and Jewelry Group Publisher Joe Breck. New, original podcasts, interactive polls about beading projects and designs, and other interactive content will be available exclusively at *Beading Daily*.

Beading Daily will be promoted across all Interweave Press publications, Interweave Press books, and Interweave Press events such as Bead Expo and Bead Fest.

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About Interweave Press LLC

Interweave Press, a unit of Aspire Media, is one of the nation's leading craft media companies, with businesses in magazine and book publishing, interactive media, broadcast programming, and events for craft enthusiasts. The Interweave Press Publishing Group features 14 subscription magazines and many more special interest publications. Interweave Press has more than 200 books in print and annually publishes about 30 best-selling, how-to craft books on the same subjects as the company's magazines. Additionally, Interweave Press operates eight 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.

About Aspire Media LLC

Aspire Media is a multiplatform enthusiast media company and an acquirer and operator of consumer enthusiast media. Aspire was founded by Clay B. Hall, an experienced publishing professional and former owner-operator of enthusiast magazines, with the backing of private equity firms Frontenac Company (www.frontenac.com) and Catalyst Investors (www.catalystinvestors.com). Aspire is actively pursuing acquisitions of enthusiast media companies that impart "how-to," "where-to," and "when-to" information to participants involved in crafts, hobbies, and certain other special interests. For more information on Aspire Media, please visit www.aspire-media.com or call (970) 613-6628.

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WEBSITES: www.beadindaily.com, www.interweave.com, www.aspire-media.com

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