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## Get Beady on Vacation: The *Beadwork* Retreat in Sonoma Wine Country Combines Leisure Travel with Beading

Sonoma, CA, March 1, 2005: There are plenty of getaways in Sonoma for writers, yoga lovers, and wine aficionados—now there is a crafty retreat for people mastering the art of making beaded jewelry, embellishments, and décor. The *Beadwork* Retreat in Sonoma Wine Country at The Lodge at Sonoma, August 17–19, is a three-day series of workshops that will soothe frazzled nerves while sparking the creative spirit.

Beading is one of the fastest growing hobbies in the country, according to the Craft and Hobby Association, and do-it-yourself jewelry making has become hot in the last few years, as seen with new beading television shows, magazines, and with the advent of jewelry consultant parties. Even celebrities are joining the movement—Scarlett Johansson, Lisa Kudrow, Kate Hudson, Debra Messing, Lindsay Lohan, Terri Hatcher, Rebecca Gayheart, Tori Spelling, and Caroline Rhea are all making their own jewelry and boosting the trend.

*Beadwork* Retreat goers can choose from a variety of daytime classes on making gorgeous necklaces, bracelets, brooches, earrings, and beaded purses, while also polishing their skills in specialized techniques such as wirework, bead embroidery, off-loom weaving, peyote, bead knitting, and bead crochet.

“This retreat will be a luxury experience all the way,” said Marlene Blessing, editor of *Beadwork*. “Not only will people be at a great Wine Country hotel, but they’ll be hanging out with passionate beaders and some of the best bead instructors in the country! Just imagine the stunning projects everyone will take home.”

Nancy Boerman, a beading enthusiast from Redondo Beach, Calif. said, “I had so much fun and learned so much at the last *Beadwork* Bash [another *Beadwork*-sponsored retreat] that I knew I had to sign up for the Sonoma retreat. The quality of the teachers—some of the best in the country—the usefulness of the projects and the high fashion of the jewelry are what set this event apart.”

Classes are designed for all skill levels—from beginner to advanced—and are taught by leading experts in the field, including Jean Campbell, founding editor of *Beadwork* magazine; The Queen of Color Margie Deeb, author of *The Beader’s Guide to Color*; The King of Wire Mark Lareau, author of *All Wired Up*; and Bead Diva Diane Fitzgerald, author of eight books about beading.

“The *Beadwork* retreats are more intimate than others. The classes are smaller, so you get to know other people and your teachers better...I love that it’s a very social event,” said Cheri Zeller from Loveland, Colo., who has attended *Beadwork* retreats in Tahoe, Calif. and Estes Park, Colo.

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The *Beadwork* Retreat is a perfect mini-vacation for San Franciscans or Bay Area people looking for a quick escape, or for anyone in the country who wants to enjoy great beading and all that Wine Country has to offer. When retreat goers are not crafting, they can enjoy bike rides, wine trains, winery tours, spa treatments, golf, shopping, dining, relaxing, and more.

Following The *Beadwork* Retreat, guests can stick around on the weekend of August 20–21 for The Sonoma Glass Art & Bead Festival, a first-class bead show with nearly 100 vendors selling their wares, presented by Soft Flex Company at The Lodge at Sonoma. The weekend festival will offer a dozen three-hour workshops with the editors of *Beadwork* magazine.

Tuition for three full days of the *Beadwork* Retreat, August 17–19, is \$515 before May 15. After May 15, the registration fee is \$550. Weekend workshops, August 20–21, are \$50 each. Registration is available online at [www.beadworkmagazine.com](http://www.beadworkmagazine.com). For more information, contact Laura Levaas at Interweave Press at (970) 613-4658 or e-mail [LauraL@interweave.com](mailto:LauraL@interweave.com).

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