



Interweave Taps Jennifer VanBenschoten as Editor of BeadingDaily.com

Loveland, Colo., May 5, 2011: Interweave announced today that Jennifer VanBenschoten has been hired as editor of its Beading Daily online community (BeadingDaily.com), effective immediately. VanBenschoten was most recently the beading editor at About.com, part of The New York Times Company (NYSE: NYT), where she wrote articles and produced video tutorials for beginner to advanced beadwork enthusiasts about all aspects of their craft.

BeadingDaily.com, serving more than 330,000 community members, is Interweave's second largest online community for craft enthusiasts.

VanBenschoten joins Interweave with a rich background in writing and design. Her work is frequently published in Beadwork magazine, and two of her jewelry designs were selected to grace the covers of the February 2007 and June 2008 issues. She also owns her own jewelry design company, VanBeads Jewelry and Designs, which sells her one-of-a-kind jewelry and small sculpture designs using off-loom beadweaving techniques and bead embroidery.

VanBenschoten is a member of The Arts Council of the Northern Adirondacks and has received several awards from the council's annual juried shows. She lives in upstate New York and will telecommute with Interweave's Loveland, Colo. headquarters.

Websites

www.BeadingDaily.com

www.Interweave.com

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About Interweave

Interweave is the world's largest online and offline resource for artists and crafters with businesses in magazine and book publishing, digital content and social media, television and instructional videos, directories, eCommerce, events and workshops. Interweave publishes more than 40 consumer art and craft magazines, delivered to consumers when, where, and how they want: in traditional print format, on newsstands, in CD collections and digital downloads, and most recently in new interactive content products such as eMags™ that bring together articles, patterns and projects, photos, and videos into one immersive experience. In addition to magazines, Interweave has more than 350 books in print while publishing more than 40 books annually. Interweave produces eight consumer events, sponsors and hosts three craft television series on U.S. public television, and operates 30 websites and nine online communities with e-mail newsletters. Interweave also licenses its magazine, book, and video content to media companies internationally. Founded in 1975 by Linda Ligon, Interweave was acquired by Aspire Media in 2005. Ligon remains with the company as VP and Founder and is a member of Interweave's board of advisors. The company is headquartered in Loveland, Colorado, and has other offices in Pennsylvania, Massachusetts, and New York. For more information about Interweave call (970) 613-4616, 800-272-2193 or www.interweave.com.

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Media Contact

Jaime Guthals

Director of Public Relations

Interweave

jaimeg@interweave.com

(502) 243-6834 Cell (502) 387-2383