



## Interweave Expands its Reach to Crochet Enthusiasts with Acquisition of CrochetMe.com

Loveland, Colo., December 2, 2008: Interweave announced today that it has completed its acquisition of CrochetMe.com, a popular social media site for crochet enthusiasts, from its developer, Kim Werker, in a move that adds to its already strong lineup of fiber craft media and online properties, which includes its crochet magazine, "Interweave Crochet." Financial terms of the deal were not disclosed, but Interweave has said that it plans to invest and build on Kim's success with CrochetMe.com.

Werker founded CrochetMe.com in February 2004 as an online magazine, and since then it has grown to become a robust online community built upon reader contributions of crochet patterns, articles, tips and tricks, and a discussion forum for crochet enthusiasts. In December 2006, Interweave tapped Werker to become editor of "Interweave Crochet," a quarterly magazine, and she later authored with Interweave a book, "Crochet Me: Designs to Fuel the Crochet Revolution," a collaboration with many designers from the popular website.

In an unrelated but concurrent decision, Werker has announced that she will be stepping down from her position as editor of "Interweave Crochet" magazine to pursue personal interests. Notwithstanding her resignation from "Interweave Crochet," she will be staying involved with CrochetMe.com as a creative consultant and blogger to help ensure the site reaches its full potential as an online community and resource. Interweave plans to build out the site with even more content and community features.

"Interweave greatly values the passionate members and visitors who frequent CrochetMe.com and views the site as *their* community," says Interweave President and Fiber Division Publisher Marilyn Murphy. "We're excited to take over as the stewards of such a great community and look forward to continuing to work with Kim on its expansion, with strong ties and integration with "Interweave Crochet" magazine and its companion website."

"Interweave will do wonderful things to maintain the community and encourage it to grow," said Werker. "They understand that people are the most important thing about CrochetMe.com. They understand that one of the most special things about the site is that it has always been a playground for people to explore their creativity. And they understand that the Internet is an overflowing resource for crafts inspiration and fun, and they have the resources to take the site to the next level. It's a perfect fit."

SOURCE: Interweave

Web sites:

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

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

[www.Aspire-Media.com](http://www.Aspire-Media.com)

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## **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 18 subscription magazines and many more special interest newsstand publications sold on newsstands nationwide. Interweave has more than 250 books in print and annually publishes about 40 how-to books on the same subjects as the company's magazines. Additionally, Interweave produces several major events for fiber and bead, gem, and jewelry-making enthusiasts and has an extensive Internet network of more than 30 websites and daily e-mail newsletters. Interweave is the proud sponsor of three craft television series airing on PBS: "Quilting Arts TV," a fresh, contemporary quilting program; "Beads, Baubles, & Jewels," public television's only how-to program for beading and jewelry-making enthusiasts; and public television's newest show for knitting and crochet enthusiasts, "Knitting Daily TV."

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, Colorado, and other offices in New York, New York; Malvern, Pennsylvania; Santa Fe, New Mexico; San Diego, California; 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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