

# INTERWEAVE™

## Interweave Taps Amber Eden as Editor, Stitch Magazine

Loveland, Colo., Nov. 1, 2011: Interweave announced today that Amber Eden will be joining the company as editor of *Stitch* magazine and the online community SewDaily.com, beginning today. *Stitch* magazine debuted from Interweave in Nov. 2008 as an annual special-issue publication and in the last three years has increased frequency to quarterly and has grown into one of the country's most popular sewing magazines.

Eden is the former editor-in-chief at Taunton Press for *Threads*, *Sew Stylish*, and *Craft Stylish* magazines and the related websites: [ThreadsMagazine.com](http://ThreadsMagazine.com), [BeSewStylish.com](http://BeSewStylish.com), and [CraftStylish.com](http://CraftStylish.com). More recently she has been a DIY design columnist and blogger with a weekly sewing column for AOL's [Stylist.com](http://Stylist.com) and a technical editor for sewing book projects.



“Amber is a proven leader whose background and experience in sewing and craft publishing makes her ideally suited to lead the team at *Stitch*,” says Interweave Senior Vice President and Publisher John Bolton. “We feel confident that her knowledge of the marketplace and commitment to excellence will enable us to further build on *Stitch*’s success in the category.”

Prior to her role at Taunton Press, Eden worked for a number of media companies in key leadership positions such as editorial director for *Quince Girl* magazine/[QuinceGirl.com](http://QuinceGirl.com), online director for the National Center for Learning Disabilities, features editor of *American Girl* magazine, features editor of *Country Home* magazine, and associate editor of *BRIDE'S* magazine.

“Interweave’s position in the craft media space is legendary and I am thrilled to be joining *Stitch* and [SewDaily.com](http://SewDaily.com),” says Eden. “*Stitch* magazine truly reflects the new direction for sewists, with a fresh perspective on sewing... the future is bright.”

Eden holds a Master’s degree from the University of Missouri-Columbia School of Journalism and a Bachelor of Arts degree in English and Philosophy from St. John’s College and Webster College. She also holds a Draping Certificate from Fashion Institute of Technology and is working toward her Haute Couture and Patternmaking Certificates, Fashion Institute of Technology.

Eden will be based out of Interweave’s Sudbury, Massachusetts offices and will report to Editorial Director Helen Gregory.

### Websites:

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

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

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

## **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](http://www.interweave.com).

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