



# INTERWEAVE™

## **Helen Gregory Named Editorial Director of Interweave's Quilt and Paper Group**

**Gregory will oversee four frequency print magazines—*Quilting Arts Magazine*, *Cloth Paper Scissors*, *Studios*, and *Stitch*—in addition to the group's digital media products and online platforms**

Loveland, Colo. and Sudbury, Mass., September 30, 2011: Interweave announced today that Helen Gregory has been promoted to Editorial Director of the company's Quilt and Paper Group, effective December 1, 2011. Gregory will oversee the division's four frequency print magazines, *Quilting Arts Magazine*, *Cloth Paper Scissors*, *Studios*, and *Stitch*—in addition to its growing digital publications, such as eMags *Collage in Color* and *Quilting Arts in Stitches*, eBooks, video workshops, and online communities. The announcement was made by Interweave CEO Clay B. Hall at the same time as his announcement that the current editorial director and founder of *Quilting Arts Magazine* and *Cloth Paper Scissors*, Patricia "Pokey" Bolton, is transitioning into a consulting role as editorial advisor after accepting a position as Chief Creative Officer for Quilts, Inc., producer of three annual consumer quilting shows and two trade shows. Pokey will begin her work for Quilts, Inc. in January 2012.

Hall says, "Ms. Gregory is highly qualified to build on Ms. Bolton's successes and help us grow and evolve our business in today's rapidly changing and dynamic media environment. She has been with *Quilting Arts Magazine* and *Cloth Paper Scissors* for several years in a variety of capacities, and has earned incredible respect in the quilting, sewing and mixed-media communities among designers and enthusiasts."

Ms. Gregory added, "I'm absolutely thrilled to have this opportunity to lead our group's publications into the future as we continue to grow our digital media business and brands on multi-platforms. I look forward to working with Pokey Bolton and Senior Vice President and Publisher John Bolton on a national search for the new editor of *Quilting Arts Magazine*."

Before joining Interweave in 2007, Gregory worked for Wm. Wright Co. as director of marketing communications for brands Wrights, EZ Quilting, Bondex, and Boye. She also is the past president and founder of Edit Write, Inc., where she consulted for clients *McCall's Quilting*, *McCall's Quick Quilts*, *Quilter's Newsletter Magazine*, Breckling Press, and RJR Fabrics. Prior to that, she was a senior editor for *McCall's Quilting* and *McCall's Quick Quilts*.

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"I couldn't be more thrilled that Helen will be at the helm of the Quilt and Paper Group," says Ms. Bolton. "These publications and digital products are very close to my heart, and I am so happy to have someone as bright and knowledgeable as Helen taking this leadership position. I am going to miss the day-to-day happenings at Interweave very much, but I'm so glad to be acting as editorial advisor and to continue hosting 'Quilting Arts TV.'"

Ms. Bolton founded *Quilting Arts Magazine* in 2000 and formed the company Quilting Arts, LLC, with her husband John Bolton. Later in 2004 they launched *Cloth Paper Scissors* magazine and began publishing books. Quilting Arts, LLC, was acquired by Interweave in 2007 and Ms. Bolton has been the editorial director for more than four years. Ms. Bolton will continue to work full-time for Interweave through the end of 2011, and as an editorial advisor into the future. She will also continue her role as the host of public television's "Quilting Arts TV."

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SOURCE: INTERWEAVE

### **Websites**

<http://www.Interweave.com>

<http://www.QuiltingDaily.com>

<http://www.ClothPaperScissors.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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