



Interweave Launches Sew Daily, A New Online Community for Sewing Enthusiasts, from the Editors at Stitch Magazine

SewDaily.com features, blogs, forums, free projects, free eBooks, photo and video galleries, and more

Loveland, Colo., February 25, 2011: Interweave announced this week the launch of a new community website, Sew Daily (<http://www.sewdaily.com>), a place for sewing enthusiasts to engage with each other online, upload photos of their work, share and watch videos, comment on stories and blogs, download free patterns and tutorials, and much more. SewDaily.com is Interweave's tenth community site for arts and craft enthusiasts, joining popular sites like Knitting Daily, Beading Daily, Crochet Me, Weaving Today, Cloth Paper Scissors, and Quilting Arts; members across all communities have access to the content on Interweave sister sites.

"Sew Daily has a little something for everyone," says editor Tricia Waddell. "Whether you sew clothing, accessories, home decor items, or just love fabric, you'll find this to be a great place for inspiration, project ideas and patterns, and lessons to make you a better sewer."



Waddell, editor of the quarterly *Stitch* magazine, also takes the helm as the online editor of the new community. She and her editorial team will be posting blogs, articles, video clips, and references to help the community members, but above all, this community will be user-driven.

At launch, the community is offering new members a **free eBook** on How to Organize Your Sewing Room, with five free sewing supply patterns and projects: a pincushion

pattern, sewing tote pattern, needle book project, fabric-covered bulletin board project, and easy template for sewing room labels. These five free sewing room organization ideas are perfect for sewers looking for creative projects to add a personal touch to their sewing supplies.

Download the free eBook at: <http://www.sewdaily.com/Sewing-Supplies/>

Members of the online community also will find on the site:

A Free Project and Pattern Library: New free projects and patterns will be added every month.

Technique Tutorials: Check out the glossary of sewing terms, step-by-step illustrated techniques for common techniques and stitches, and video tutorials on key techniques.

Forums and Reader Galleries: Chat with other Sew Daily members about any sewing topic, share photos of your creations, start a Stitch sew-along, and share videos of techniques. One of the first blog this week by editor Tricia Waddell offers in-depth tips and tricks for sewing with silk.

Blogs: The Sew Daily and Stitch blogs share sewing news and trends, tips and techniques, helpful resource links, and more.

“This is just the beginning of the exciting things in store for the community,” says Waddell. “We hope sewing enthusiasts will jump in, have fun, and stay tuned ... there's a lot more coming their way.”

Web Sites

<http://www.Interweave.com>

<http://www.SewDaily.com>

<http://www.Facebook.com/SewDaily>

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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