



For Immediate Release

## Interweave Press Announces New Publishing Assignments

Loveland, Colo., July 12, 2007: Interweave Press announced today a series of new assignments within its magazine publishing groups. In making the announcement, President Marilyn Murphy noted that each individual will be responsible for “helping us build on our position as a leading multiplatform craft-enthusiast media company.” She added that “we are fortunate to have a broad depth of talented individuals who recognize the value of our magazine brands in today’s rapidly evolving consumer marketplace and who are capable of leading our publishing programs to new levels of performance as we grow Interweave’s online and broadcast television platforms.”

The changes, which are effective immediately, include:

### **BEAD, GEM AND JEWELRY MARKET GROUP**

**Danielle Fox has been named Editor of *Stringing* and the *Beadwork* magazine Special Issue Publications (SIPs).** Fox is the author of the forthcoming book *Simply Modern Jewelry* (Interweave Press, spring 2008). She was previously the managing editor of *Beadwork*.

**Melinda Barta has been named Managing Editor of *Beadwork*, *Stringing*, and the *Beadwork* SIPs.** She was previously assistant managing editor of *Beadwork* and prior to that project editor of *PieceWork*. Barta is the author of *Hip to Stitch* (Interweave Press, 2005) and is working on a second book to be published by Interweave Press in fall 2008.

**Michelle Mach has been named the Editor of *Beading Daily*,** Interweave’s new online beading community, blog, and e-newsletter. She was previously a Web marketing coordinator for Interweave Press.

**Amy Rinehart has been hired as Bead, Gem & Jewelry Marketing Manager.** Her twenty-year publishing career includes editorial positions with VeloPress, University Press of Colorado, and Roberts Rinehart, and also marketing positions with The Christian Science Monitor and WWL-TV (New Orleans).

### **FIBER MARKET GROUP**

**Lisa Shroyer has been named the Editor of *Knitscene*.** Shroyer joined Interweave Press in 2005 as editorial assistant of *Interweave Knits* and will continue to hold her current position as senior editor of *Interweave Knits*.

**Laura Rintala has been hired as Managing Editor of *Interweave Knits*, *Interweave Crochet*, and *Knitscene* magazines.** Most recently, Rintala was the managing editor of *Craftrends*.

**Katie Himmelberg has been named the Styling Editor of *Knitscene*,** in addition to her position as assistant editor of *Interweave Knits*.

**Sandi Wiseheart has been named the Editor of *Knitting Daily*,** Interweave’s new online beading community, blog, and e-newsletter. She was managing editor of *Interweave Knits*.

**Toni Rexroat has been named the Assistant Editor of *Interweave Crochet*.** She was previously the assistant editor of *PieceWork*.

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Source: Interweave Press LLC

Website: [www.interweave.com](http://www.interweave.com)

### **About Interweave Press LLC**

Interweave Press, a unit of Aspire Media, is one of the nation's leading craft media companies, with businesses in magazine and book publishing, interactive media, broadcast programming, and events for craft enthusiasts. The Interweave Press Publishing Group features 14 subscription magazines and many more special interest publications. Interweave Press has more than 200 books in print and annually publishes about 30 best-selling, how-to craft books on the same subjects as the company's magazines. Additionally, Interweave Press operates eight annual craft enthusiast events and has an extensive Internet presence that includes nearly 30 websites.

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, Colo. For more information on Interweave Press, please visit [www.interweave.com](http://www.interweave.com) or call (970) 669-7672.

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