



Interweave Wins Six Awards in the About.com Readers' Choice Awards, Hobbies Category



Loveland, Colo. and New York, NY - March 16, 2011: Interweave's *Beadwork Magazine*, *American Artist* magazine, and several 2010 titles published by the company's Book Group swept the 2011 About.com Readers' Choice Awards, taking away several first, second, and third place prizes in this year's online competition.

Now in its fourth year, the About.com Readers' Choice Awards honor the best products, features and services across more than a dozen categories, ranging from technology to hobbies to parenting and more, as selected by its readers.

[Beadwork](#) magazine won first place for Best Beading Magazine and [American Artist](#) magazine won second place for Best Art Magazine.

Interweave Books won first place, Best Knitting Book of 2010 for [New England Knits](#) (ISBN 9781596681804) by Cecily Glowik MacDonald and Melissa LaBarre; first place, Best Beading Book of 2010 for [Totally Twisted: Innovative Wirework and Glass Art Jewelry](#) (ISBN 9781596681682) by Kerry Bogert; and third place, Best Instructional Art Book of 2010 for [Botanical Sketchbook](#) (ISBN 9781596682320) by Mary Ann Scott with Margaret Stevens.

In addition, *Beadwork* magazine's Senior Editor Jean Campbell won first runner-up for Best Beading Teacher.

"This year's Readers' Choice Awards program had a record number of nominations submitted across more than a dozen categories and featured hundreds of finalists," said Margot Weiss, managing editor, About.com. "We are thankful to all our readers for their participation and congratulate Interweave on their success."

To view the complete list of award winners, please visit <http://awards.about.com>.

Web Sites

<http://www.Interweave.com>

<http://www.About.com>

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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.

About The About Group

The About Group comprises the Web sites About.com, ConsumerSearch.com, and CalorieCount.com. About.com is a valuable resource for content that helps users solve the large and small needs of everyday life. ConsumerSearch.com analyzes expert and user-generated consumer product reviews and recommends the best products to purchase based on the findings. CalorieCount.com is an online resource that helps users solve the everyday challenges of losing weight and living a healthy lifestyle.

The About Group is part of The New York Times Company (NYSE: NYT), a leading media company with 2010 revenues of \$2.4 billion, includes The New York Times, the International Herald Tribune, The Boston Globe, 15 other daily newspapers and more than 50 Web sites, including NYTimes.com, Boston.com and About.com. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

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