



## **Interweave Announces the Promotions of Julie MacDonald, Merle White, and Danielle Fox**

Loveland, Colo., December 1, 2011: Interweave announced today a series of executive and director-level promotions at the company. The leadership changes announced by Senior Vice President and Publisher John Bolton, and effective immediately are:

**Julie MacDonald** has been promoted to Vice President of Media Sales. MacDonald will report directly to John Bolton, while overseeing the media sales for both the Art & Jewelry Division and the Fiber Division at Interweave. Before joining Interweave in 2008, MacDonald was the Sales Director at Louise Blouin Media, Publisher at Advanstar Communications, and Editor-in-Chief of Art Business News.

In making the announcement, Bolton said, "This year Julie has done an amazing job growing the media sales within the Fiber Division in a very challenging media sales market. I'm confident that Julie's strong management skills and innovative thinking will continue to drive the growth of our media sales companywide."

**Merle White** has been promoted to the Editorial Director of the Jewelry group, and **Danielle Fox** has been promoted to Editorial Director of the Bead group. White has been with Lapidary Journal Jewelry Artist magazine since 1985, in a variety of leadership roles, most recently as Editor-in-Chief of the magazine. Danielle Fox has been a key member of Interweave's bead editorial team since 2004, and has served as Editor of Stringing, Handcrafted Jewelry and other titles since 2007, most recently serving as Editor-in-Chief of Beadwork and Stringing magazines.

"I'm proud to be able to recognize these individuals within our organization who have worked to build our brands and business," said Vice President of Content Jamie Bogner. "I'm confident this leadership team will help us grow and evolve our business in today's rapidly changing and dynamic media environment."

### **Websites:**

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