



Interweave Launches Knit Handy and Crochet Handy Apps for the iPhone and iPod Touch

Loveland, Colo., November 21, 2011: Interweave, one of the largest producers of digital content, magazines, books, and videos for knit and crochet enthusiasts, announced today that it has launched [Knit Handy](#) and [Crochet Handy](#), two new knitting and crochet apps for the iPhone and iPod Touch. The apps can be purchased for \$.99 each from the App Store on iPad, iPhone and iPod touch devices, or at [iTunes](#). iPad users can download the apps and view them in small format or enlarged (2x) size.



The **Knit Handy** and **Crochet Handy** apps were developed in-house by Interweave Books and the digital media team at Interweave, in collaboration with popular author [Ann Budd](#). The apps were adapted from Budd's [The Knitter's Handy Guide to Yarn Requirements](#) and [The Crocheter's Handy Guide to Yarn Requirements](#) (retail \$5.95 each).

The **Knit Handy** and **Crochet Handy** apps help knitters and crocheters quickly determine exactly how much yarn they need for their next projects.



The **Knit Handy** app delivers the yardage requirements for eight of the most popular knitted items: sweaters, vests, mittens, gloves, socks, scarves, tams, and hats. The **Crochet Handy** app provides yardage requirements for basic caps, scarves, bags, afghans, ponchos, baby sweaters, skirts, and tops. Both apps show all sizes ranging from baby or toddler to large adult, using five standard yarn weights—from fingering to bulky.

Knit Handy and **Crochet Handy** apps can be used to quickly show measurement units in imperial (inches and yards) or in metric (centimeters and meters), and to determine the yarn needed when a knitter or crocheter changes their gauge in a pattern.

Both apps are an easy-to-use portable tool that calculates how much yarn is needed for whatever someone wants to knit or crochet. All it takes is three easy steps:

1. Select the measurement units in imperial (inches and yards) or in metric (centimeters and meters);
2. Select a project type, then choose gauge (ranging from 3 to 9 stitches per inch) and size;
3. The yarn amount is calculated.

Yarnies will want these apps any time they are working with their yarn, whether buying online at a craft or yarn shop, or researching projects for their yarn stash at home.

The in-house digital media team at Interweave is also the creator of popular hobby apps, Knitting Daily, Beading Daily, and Quilt Daily, available from the App Store on iPad, iPhone and iPod Touch, or at iTunes.

About Ann Budd

Ann Budd first learned to knit in 1968 when living in Switzerland for a year with her family. At the time, knitting was part of the curriculum for all schoolgirls. Back in the United States, Ann continued to knit through her high-school, college, and graduate years, when she earned a master's degree in Geology. In 1989, Ann decided to forego the sciences and pursue her passion for knitting and fiber-related crafts. Through the years, Ann has worked as an editor at a number of Interweave publications, and since 2002 she has authored or co-authored more than ten books, including the popular *Knitter's Handy Book* series, *Getting Started Knitting Socks*, *Sock Knitting Master Class*, and several books in the *Style* series. Ann continues to edit and author craft books for Interweave.

Websites:

Crochet Handy on iTunes: <http://itunes.apple.com/us/app/crochet-handy/id480287451?mt=8>

Knit Handy on iTunes: <http://itunes.apple.com/us/app/knit-handy/id480262720?mt=8>

Facebook: Facebook.com/InterweaveBooks

Twitter: @IWBooks

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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