



Interweave Offers \$5 Rebate to Artists & Crafters Who Shop Small at their Favorite Local Stores this Holiday Season

Get \$5 back on any purchase of an Interweave product from small art & craft businesses now through Dec. 31, 2011

November 18, 2011: Holiday gift-giving is approaching, and Interweave wants to make it easier for artists and crafters to show their appreciation for local independent retail shops. From now until Dec. 31, 2011, U.S. customers can purchase any Interweave product (that includes Interweave's books, magazines, DVDs, collections CDs, calendars, and more with the Interweave logo on them) at their local art and craft store, and get \$5 back from Interweave.

Get the rebate coupon at: <http://ow.ly/i/lx7a>

Crafters can use the rebate for purchases of Interweave products on the upcoming Small Business Saturday November 26 (<http://smallbusinessaturday.com>), or any time before the end of the year. Customers simply fill out the rebate coupon and send it back to Interweave with the original receipt or photocopy. Interweave will then send customers a check back for five bucks. (We recommend that they then take the \$5 and use it to buy more craft supplies!)

"Our readers love to make things and share them with others. In these difficult economic times, there's additional incentive for them to make it a DIY holiday season. We want to help support both the independent shops that carry our products and the communities that support the handmade arts," says Interweave Senior Vice President and Publisher Stephen Koenig. "We hope this rebate gives our readers yet another reason to visit the local shops that strengthen their communities and play such an important role in the creative ecosystem."

Websites:

www.Interweave.com

www.Facebook.com/Interweave

www.Twitter.com/InterweaveNews

Short URL for rebate coupon: <http://ow.ly/i/lx7a>

The fine print: Limit 1 rebate per product and per person (except where prohibited by law). All qualifying coupons must be postmarked by 12/31/2011. Valid in the 50 U.S. States, the District of Columbia, Puerto Rico and all Valid U.S. Military Bases that contain APO/PPO addresses. Void where prohibited.

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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