



Interweave Releases The Knitter's Companion App for the iPad

App is digital version of Interweave's best-selling knitting book of all time

Loveland, Colo., December 15, 2011: Interweave, one of the largest producers of digital content, magazines, books, and videos for artists and crafters, announced this week the launch of **The Knitter's Companion App** for the iPad. This knitting app can be purchased for \$9.99 from the App Store or at [iTunes](#).



The Knitter's Companion by Vicki Square, originally published in 1996, is Interweave's best-selling knitting book of all time, with more than 250,000 copies sold. This indispensable reference was updated in 2006 and in 2010 (\$24.95; ISBN 978-1-59668-314-3; hardback with concealed wire-o). Now Vicki Square and Interweave Books have done it again with **The Knitter's Companion App for the iPad**.

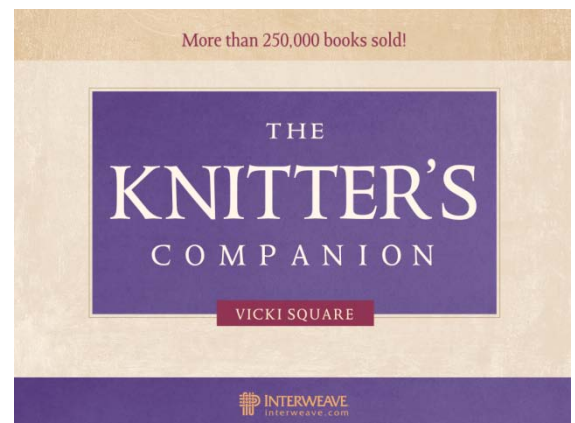
The Knitter's Companion App for the iPad is a handy presentation of the print book content in digital form—created exclusively for viewing on the iPad. Readers can swipe through the pages and quickly navigate to their favorite section through the digital table of contents. The app is full of must-know knitting know-how and is geared for all knitters, whether they are in the learning stages of knitting or are advanced knitters requiring a quick, easy technique reference.

This app for knitters covers it all: stitches, gauges, joins, seams, borders, and buttonholes with both color drawings and photographs. Also included are explanations for a variety of methods for casting on, binding off, increasing, and decreasing stitches. There is an expanded section on color knitting, CYCA yarn requirements, eyelash yarn specifications, as well as some favorite details such as tassels, fringe, knitting with beads, and more.

All the information knitters need to successfully complete their next project is right at their fingertips with this handy app for knitters.

The Knitter's Companion App for the iPad is the first book app in the Interweave app family. Other apps developed by Interweave include Knit Handy and Crochet Handy, two guides to yarn requirements for knitters and crocheters, at \$.99 each, and several apps for eMags and digital magazine subscriptions from Interweave's publications for artists and crafters.

About the Author: Vicki Square is the author of Knit Kimono Too, Knit Kimono, Folk Bags, Folk Hats, and the best-selling The Knitter's Companion, with more than 250,000 copies sold. She has appeared numerous times on public television's Knitting Daily TV and the Do-It-Yourself Network's Knitty Gritty, as well as on local television in Denver. She is also a contributor to Lace Style, Simple Style, and Knitting Green. She lives in Fort Collins, Colorado.



Links:

The Knitter's Companion App on iTunes: <http://ow.ly/80Olx>

Crochet Handy App on iTunes: <http://ow.ly/7ABza>

Knit Handy App on iTunes: <http://ow.ly/7AB9V>

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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