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For Immediate Release

## **INTERWEAVE PRESS CRAFT BOOK WINS TOP HONOR AT 2006 BENJAMIN FRANKLIN AWARDS**

Loveland, Colo., May 24, 2006: ***Getting Started Making Wire Jewelry and More*** by Linda Chandler and Christine Ritchey won the top award in the Crafts/Hobby/How-to category at the 2006 Benjamin Franklin Awards™ by Publishers Marketing Association (PMA) in recognition of excellence in independent publishing.

The trophy and distinction were awarded to publisher Interweave Press during a gala awards ceremony on Wednesday, May 17 before the opening of Book Expo America in Washington, D.C.

The Benjamin Franklin Awards recognized ***Getting Started Making Wire Jewelry and More*** as the most successful Crafts/Hobby/How-to book in 2006 for achieving its purpose and meeting its intended audience. A panel of 120 judges throughout the publishing industry evaluated more than 5,000 submissions in 54 categories to pick the finalists for the 2006 publishing year. Publications, grouped by genre, were judged on editorial and design merit by top practitioners in each field, including buyers at wholesale and retail levels, librarians, book critics, design experts, and independent publishing consultants.

“Interweave Press is very honored by this award. ***Getting Started Making Wire Jewelry and More*** came together because of an incredible publishing team working with a talented jewelry designer and a gifted writer. There are so many wannabe crafters looking for an entry point to the craft. Most beginner books offer up too much, too soon. This book is the second in our *Getting Started* series for true beginners—those people with absolutely no prior knowledge of a craft—and it has been a very successful model,” says Publisher and Vice President of Marketing and Sales Linda Stark.

In acceptance of the award, Marketing Manager Laura Levaas gave special thanks and recognition to the team that made this book possible:

- Creative Director: Linda Ligon
- Authors: Linda Chandler and Christine Ritchey
- Production, photo styling, cover and interior design: Paulette Livers
- Editor: Judith Durant
- Photography: Joe Coca, Lloyd Ritchey, and Linda Chandler
- Proofreader and indexer: Nancy Arndt

Other titles in the *Getting Started* series from Interweave Press include: *Getting Started Stringing Beads* by Jean Campbell (2005), *Getting Started Knitting* by Jennifer Worick (April 2006), *Getting Started Crochet* by Judith Swartz (July 2006), and *Getting Started Making Metal Jewelry* by Mark Lareau (January 2007).

For a complete listing of finalists and to view the award winners in each of the 54 categories, visit the PMA website at [PMA-online.org](http://PMA-online.org).

### **About Interweave Press LLC**

In business since 1975, Interweave Press publishes magazines and books related to fiber, thread, needlework, and beads. Throughout Interweave's evolution, its publications have focused on natural materials and processes, a respect for doing, and an appreciation of the fine, simple things in life. Interweave publishes six magazines including *Beadwork*, *Handwoven*, *Interweave Knits*, *PieceWork*, *Spin-Off*, and *Fiberarts*. Interweave is dedicated to creating a resource for its readers to find the best information in the field of interest, the latest news, the best products, the newest techniques, and the history behind the techniques. On the web at: [www.interweave.com](http://www.interweave.com)

### **About Publishers Marketing Association**

PMA, the Independent Book Publishers Association, is a trade association of independent publishers. Founded in 1983, it serves book, audio, and video publishers located in the United States and around the world. Its mission is to advance the professional interests of independent publishers. To this end, PMA provides cooperative marketing programs, education, and advocacy within the publishing industry. PMA's membership of more than 4,000 publishers continues to grow.

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