



FOR IMMEDIATE RELEASE

Contact: Jaime Guthals
Publicist, Interweave
(502) 243-6834
JaimeG@interweave.com
Twitter.com/BeadFest

Bead Fest Returns to Santa Fe March 12-15

Loveland, Co. and Malvern, Pa., February 25, 2009: Bead Fest (www.BeadFest.com) will be kicking off its first show of the year in the city in which it all started, Santa Fe, New Mexico. One of the largest consumer bead shows in the country, Bead Fest will be held at the Santa Fe Community Convention Center and Hilton Santa Fe Historic Plaza from March 12-15, 2009.

Bead Fest brings together bead enthusiasts from all over the world for four days of exciting events, featuring the Bazaar, a four-day shopping extravaganza, hands-on jewelry-making classes, author book signings, a gallery hop, juried art exhibition, silent auction, wine, chocolate and poetry soiree, and more.

At the Bead Fest Bazaar, crafters, jewelry-makers, and fashionistas will find everything they need to make or shop for beautiful, one-of-a-kind jewelry from more than 100 exhibitors, including 25 exhibitors from New Mexico. The Santa Fe Community convention center will look like Aladdin's cave—everywhere will be beads: ropes of crystal beads, ceramic beads, silver beads from Tibet and India, African beads, vintage Venetian beads, handmade glass beads by local artisans, and beads made from semiprecious stones. The Bazaar promises to appeal to shoppers of all different tastes and budgets, with beads ranging in price from a few cents to thousands of dollars.

In addition, more than 80 how-to classes are being offered onsite by nationally-acclaimed bead and jewelry instructors. People may still register onsite for classes at all experience levels. Techniques that will be taught include: bead crocheting, bead stitching, bead stringing, jewelry business, chain maille, clay, design, kiln fusing, lampworking, metal clay, metalsmithing, wire and beads, wire and metal, wire knitting, wire weaving, and wire wrapping.

CALENDAR OF EVENTS INFORMATION

Who: Bead Fest Santa Fe 2009

What: One of the west coast's largest consumer bead and jewelry shows, presented by BeadingDaily.com and *Beadwork*, *Stringing*, *Step by Step Wire Jewelry*, *Step by Step Beads* and *Jewelry Artist* magazines

When: March 12-15, 2009
Bazaar Hours:
Thursday, March 12: 5 - 9 p.m.
Friday, March 13: 10 - 6 p.m.
Saturday, March 14: 10 - 6 p.m.
Sunday, March 15: 11 - 5 p.m.

--continued--

Cost: Admission is \$10 or 2-day pass \$12; 3-day pass \$14; 4-day pass \$16.
Registered Bead Fest Santa Fe students are free all weekend.

Where: Santa Fe Community Convention Center
201 W. Marcy St
Santa Fe, NM 87501
Santa Fe County
santafe.org

Hilton Santa Fe
100 Sandoval Street
Santa Fe, NM 87501
Santa Fe County
www.hiltonofsantafe.com

Public Contact for Information: www.BeadFest.com or (610) 232-5733

SPECIAL EVENTS

Meet the Instructors Reception

Thursday, March 12, 6-8 p.m.

Open to the general public, this is an opportunity to meet Bead Fest's world famous instructors and sign up for classes. Instructors also will be selling kits and their hand-crafted jewelry. Admission is free for Bead Fest students with a badge and hand-stamped Bazaar attendees. General reception admission is \$5 at the door, which can be applied to the Bazaar entrance fee.

Gallery Hop

Friday, March 13, 6-9 p.m. in the Downtown Plaza Area

Free and open to the general public. Join downtown galleries and merchants for a bead-filled night. Participating merchants will showcase the work of local bead and jewelry artists.

Wine, Chocolate and Poetry Soiree

Saturday, March 14, 8-10:30 p.m.

Enjoy a luxurious post-dinner social with fellow beaders. Sample regional wine and gourmet chocolates and experience the performance poetry of New Mexico poet Judyth Hill. Don't miss this special event, with surprises and delights to give a true Santa Fe experience! Admission is \$20 per person.

***Bead Star* Silent Auction**

Bid on five of the winning designs in *Bead Star* magazine, the first-ever beading publication comprised entirely of prizewinning designs selected by the general public. In addition, attendees will see the 20 other winning designs featured in *Bead Star* that will be auctioned simultaneously on eBay throughout the weekend. All proceeds from the auctions will benefit the American Heart Association's women's heart-health initiatives.

Beadwork VI: The Beaded Book Competition Winners

Beadwork's biannual juried competition encourages beaders worldwide to stretch their imaginations and create a masterpiece based upon a theme. On display will be the winners of our 2008 competition, Beadwork VI: The Beaded Book.

Author Book Signings & Free Jewelry-Making Demonstrations

Meet popular authors Melinda Barta, Janice Berkebile, Marlene Blessing, Danielle Fox, Jamie Hogsett, Susan Lenart-Kazmer, Denise Peck, Tracy Stanley, Kristal Wick, and more.

Website: www.beadfest.com.

If you can't make the Santa Fe show, mark your calendar for these upcoming Bead Fests:

- **Bead Fest Wire** in King of Prussia, Pa., at the Valley Forge Convention Center, May 1-3
- **Bead Fest Philadelphia** in King of Prussia, Pa., at the Valley Forge Convention Center, August 20-23
- **Bead Fest Portland** in Portland, Ore., at the Oregon Convention Center, September 24-27

About Bead Fest:

Bead Fest is widely considered the premier event in the bead industry and is sponsored by Interweave, publisher of BeadingDaily.com and *Beadwork*, *Stringing*, *Step by Step Wire Jewelry*, *Step by Step Beads*, and *Jewelry Artist* magazines. Bead Fest is now the signature name for all of Interweave's beading events, bringing together the east coast Bead Fests with the long-established west coast Bead Expo event, which Interweave acquired in 2006 from its founder, Recursos de Santa Fe. Bead Fest's reputation and success can be attributed to its highly respected workshops, its quality exhibitors, and its committed and impassioned attendees.

About Interweave:

Interweave, a unit of Aspire Media, is one of the nation's leading art and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events for art and craft enthusiasts. The Interweave Press Publishing Group features 18 subscription magazines and many more special interest newsstand publications. Interweave Press has more than 250 books in print and annually publishes about 40 how-to books on the same subjects as the company's magazines. Additionally, Interweave operates six annual craft enthusiast events and has an extensive Internet presence that includes nearly 40 websites and daily e-mail newsletters. Linda Ligon founded the company in the 1970s when she began publishing *Handwoven* and *Spin-Off* magazines. Since then, the company has grown to employ more than 100 people throughout the country, with offices in New York, Stow, Mass., Malvern, Penn., and corporate headquarters located in Loveland, Colo. For more information on Interweave, visit www.interweave.com or call (970) 669-7672.

###

EDITOR'S NOTE: Hi-res images from Bead Fest are available. For photos, interviews or for free media tickets to the show, contact Jaime Guthals at (502) 243-6834 or jaimeg@interweave.com