

**For Immediate Release**



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## **DIY Jewelry Event Returns to Santa Fe March 18-21, 2010**

Bead Fest Santa Fe attracts jewelry passionistas from around the world

Registration now open for more than 90 jewelry making classes



Loveland, Colo., February 26, 2010: A diamond may be a girl's best friend, but these days beads are not far behind. From the runway to the red carpet, big, bold beaded jewelry is hotter than ever, and now making your own pieces is as popular as wearing them.

Jewelry-making passionistas from around the country will be gathering in Santa Fe March 18-21, 2010 for a four-day DIY extravaganza at the Santa Fe Community Convention Center and La Fonda Santa Fe, featuring more than 180 exhibitors and 90 beading and jewelry-making classes with nationally acclaimed instructors. Registration is now open at [BeadFest.com](http://BeadFest.com) or attendees may register onsite at the show. Classes include: bead crocheting, bead stitching, bead stringing, jewelry business, chain maille, clay, designing 101, kiln fusing, lampworking, metal clay, metalsmithing, wire and beads, wire and

metal, wire knitting, wire weaving, and wire wrapping.

Throughout the four-day event there will be opportunities to shop for bead supplies at the Bead Bazaar, where vendors will be selling everything the DIY crafter needs to create one-of-a-kind jewelry.

Not into crafting but just love jewelry? For those who don't want to go the DIY route, there will be designers selling finished jewelry, art and glassworks.

Attendees will also get the chance to meet popular authors and personalities in the field along with the editors of Interweave's beading and jewelry making print and online magazines. Bead Fest is sponsored by Interweave, one of the country's leading arts and craft magazine publishers and publisher of [BeadingDaily.com](http://BeadingDaily.com), *Beadwork*, *Stringing*, *Step by Step Wire Jewelry*, and *Lapidary Journal Jewelry Artist* magazines.

"Bead Fest events are full of energy and creative minds—integrating beads, jewelry and mixed media into several days of events, workshops, and shopping. The excitement and anticipation is extremely high among vendors, teachers, and attendees," says Sara Dumford, Interweave's Vice President of Events.

## BEAD FEST SANTA FE CALENDAR OF EVENTS INFORMATION

**Who:** Bead Fest Santa Fe 2010

**What:** One of the west coast's largest consumer bead and jewelry shows

**When:** March 18-21, 2010 (Classes throughout the day and shopping during Bead Bazaar)

### **Bead Bazaar Hours:**

Thursday, March 18: 5 p.m. - 9 p.m.

Friday, March 19: 10 a.m. - 6 p.m.

Saturday, March 20: 10 a.m. - 6 p.m.

Sunday, March 21: 11 a.m. - 5 p.m.

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

\$2 off admission coupon available online at [www.BeadFest.com](http://www.BeadFest.com)

### **Where:**

Santa Fe Community Convention Center, 201 W. Marcy St, Santa Fe, NM 87501,  
[www.santafe.org](http://www.santafe.org)

La Fonda Santa Fe, 100 E. San Francisco, Santa Fe, NM 87501, [www.lafondasantafe.com](http://www.lafondasantafe.com)

### **Websites**

[www.BeadFest.com](http://www.BeadFest.com)

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**Public Contact for Information:** [www.BeadFest.com](http://www.BeadFest.com) or to register for workshops contact 610-232-5725

**Facebook:** <http://www.Facebook.com/BeadFest>

**Twitter:** <http://www.Twitter.com/BeadFest>

**Editor's Note:** For downloadable photos, video and other information about the 2010 Bead Fest events, or to schedule a tour of the show or to attend, contact Jaime Guthals, Director of Public Relations, at (502) 243-6834, cell (502) 387-2383, email [JaimeG@interweave.com](mailto:JaimeG@interweave.com)

### **About Interweave**

Interweave, a unit of Aspire Media, is one of the nation's largest and most respected arts and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events. Visit us online at [www.interweave.com](http://www.interweave.com).

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