



Interweave Announces Last Call for Entries to the *Bead Star* 2009 Challenge

Grand prize is an all-expense paid trip for two to Bead Fest Santa Fe 2010 and \$1000 shopping spree from Fire Mountain Gems

Loveland, Colorado, April 15, 2009: Interweave announced today the final casting call for all beaders and jewelry designers in the United States and Canada to enter the second annual *Bead Star* challenge—an exciting competition with more than ten thousand dollars in prizes and a Grand Prize all-expense paid trip for two to beautiful Santa Fe for Bead Expo 2010, \$1,000 in beading supplies, and the cover of the new magazine, *Bead Star* (www.BeadStar.com).

The deadline to enter is May 1, 2009 and no entry fee is required. "It's as simple as uploading a photo of your design from our website," says *Bead Star* Editor Leslie Rogalski.

Winning entries will be published in the second annual issue of *Bead Star*, the first-ever beading publication comprised entirely of prize-winning designs selected by beaders worldwide, available on newsstands nationwide this December 8, 2009 from Interweave (www.Interweave.com).

Watch the YouTube.com Slideshow Presentation of the 2008 Winners at:
<http://www.youtube.com/watch?v=pAfXtM8ej0g>

Beading Daily Editor Michelle Mach describes *Bead Star* best: "It's like *American Idol* for beaders—but better. You won't have to forgo your morning shower and stand in line with thousands of other sweaty contestants for days as you wait to audition. Simon Cowell won't be judging the finalists—the much nicer editors of *Beadwork* and *Stringing* will select them. Instead of phoning in your votes, everyone on *Beading Daily*—readers from all over the world—will get a chance to vote online for the winners."

It's Up to the People to Choose the Winners

The editors of *Bead Star*, *Stringing*, and *Beadwork* magazines will select the top 20 finalists among submissions in each of nine design element categories: Crystals, Seed Beads, Glass, Pearls, Stones, Metals, Plastics, Designs Under \$25, and Designs with a Heart. Then enthusiasts around the world will be able to log on to **BeadStar.com May 15-30, 2009, and cast their votes** for their favorite designs among the finalists.

"We want real beading enthusiasts from around the world to participate in the selection process," says Rogalski. "So, after our editors select the finalists, we'll leave it up to the people to pick the winners."

A first-place, second-place, and third-place winner and two honorable mentions will be awarded in each of the nine design element categories. All first place prizes are valued at \$500, second place prizes are valued at \$300, and third place prizes are valued at \$100. One Grand Prize winner will be selected by the Grand Prize sponsor, Fire Mountain Gems, from the first-place category winners. This Grand Prize winner will receive a trip for two to beautiful Santa Fe for Bead Expo 2010, win \$1,000 in cool beading stuff, and see his or her design featured on the cover of *Bead Star* magazine.

Bead Star's 2008 Grand Prize Winner

Last year's competition garnered more than 1,000 entries and the finalists were voted on by nearly 10,000 members of the Beading Daily community. The *Bead Star* 2008 Grand Prize winner is Valerie Aharoni, whose project, "Gild & reGild," was featured on the cover of *Bead Star* 2008. Aharoni's first-place project in the Seed Beads category was chosen by Grand Prize Sponsor Fire Mountain Gems and Beads among the nine first-place category winners.

"The contest was totally no-stress," says Aharoni. "There were no entry fees and the guidelines were clear. *Bead Star* made it easy for beginners like me who have never entered a contest before."

Congratulations to the Bead Star 2008 Winners:

Best in Show: Valerie Aharoni, for her seed-bead necklace "Gild & reGild," Grand Prize sponsored by Fire Mountain Gems and Beads

Bead Star Bead Slam Winner: Diane Worthington's necklace took first place in the *Bead Star* Bead Slam contest at Bead Fest Philadelphia, August 22-23, 2008. Participants in the Bead Slam were given three hours to buy materials and create a stringing project. Show attendees chose Diane's project as their favorite, for which she received prizes from Beadalon, Euro Tools, and Interweave.

CRYSTALS

Kirsten Salem: 1st place sponsored by K. Gottfried, Inc.
Bonnie Hjerppe: 2nd place sponsored by *Step by Step Beads* magazine
Tiffany Quint: 3rd place sponsored by FusionBeads.com
Kristal Wick: Honorable Mention sponsored by Interweave
Abi Collins: Honorable Mention sponsored by Interweave

GLASS

Samela Dorey: 1st place sponsored by Beadaholique.com
Susan Shannon: 2nd place sponsored by *Stringing* magazine
Andrew Thornton: 3rd place sponsored by *Step by Step Beads* magazine
Erin Strother: Honorable Mention sponsored by Interweave
Patricia Dugmore: Honorable Mention sponsored by Interweave

HEART

Lisa Liddy: 1st place sponsored by *Beadwork* magazine
Heather Powers: 2nd place sponsored by Shipwreck Beads
Debra Kallen: 3rd place sponsored by VenetianBeadShop.com
Cassie Donlen: Honorable Mention sponsored by Interweave
Tracy Van Voorst: Honorable Mention sponsored by Interweave

METALS

Ann Marie Hodrick: 1st place sponsored by The Bead Goes On
Jennifer Cunningham: 2nd place sponsored by Monsterslayer.com
Ann Marie C. J. Crosmun: 3rd place sponsored by Vintaj Natural Brass Co.
Susan White: Honorable Mention sponsored by Interweave
Melissa Fortner: Honorable Mention sponsored by Interweave

PEARLS

Christopher McLachlan: 1st place sponsored by Merchants Overseas
Steph Kexel: 2nd place sponsored by Beaded Impressions
Mary E Dawn: 3rd place sponsored by *Stringing* magazine
Heather Powers: Honorable Mention sponsored by Interweave
Samantha Kilgore: Honorable Mention sponsored by Interweave

PLASTICS

Bonnie Hjerppe: 1st place sponsored by The Beadin' Path
Darlene Jones: 2nd place sponsored by *Step by Step Beads* magazine
Doris Coghill: 3rd place sponsored by Natural Touch Resin Beads
Carina Moreno: Honorable Mention sponsored by Interweave
Amanda Klimek: Honorable Mention sponsored by Interweave

SEED BEADS

Valerie Aharoni: 1st place sponsored by Miyuki Glass Beads
Kelly Jarvis: 2nd place sponsored by Tambrook Bead & Trade
Lola Surwillo: 3rd place sponsored by Jane's Fiber and Beads
Susan Shannon: Honorable Mention sponsored by Interweave
Carrie McMahon: Honorable Mention sponsored by We got the Bead

STONES

Ann Marie Hodrick: 1st places sponsored by Lima Beads
Wendee Brandenburg: 2nd place sponsored by Zarlene Imports
Meredith Duers: 3rd place sponsored by Cherry Tree Beads
Marcella Austenfeld: Honorable Mention sponsored by Interweave
Edna Lucille Hendrickson: Honorable Mention sponsored by Interweave

UNDER \$25

Myra Fierro: 1st place sponsored by Beadalon
Christina Rondeau: 2nd place sponsored by *Step by Step Wire Jewelry* magazine
Darlene Jones: 3rd place sponsored by Beading Daily
Erin Beutel: Honorable Mention sponsored by Interweave
Lori Mendenhall: Honorable mention sponsored by Interweave

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Web sites

<http://www.BeadStar.com>
<http://www.Interweave.com>

Media Images

<http://www.beadingdaily.com/media/ui/promo/Bead-Star-tag-line-art.jpg>
<http://www.beadingdaily.com/media/ui/promo/beadstarlog.jpg>
<http://www.beadingdaily.com/media/ui/promo/BeadStarCover-Sample.jpg>

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. The Interweave Publishing Group features 18 subscription magazines and many more special interest newsstand publications sold on newsstands nationwide. Interweave has more than 250 books in print and annually publishes about 40 how-to books on the same subjects as the company's magazines. 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 corporate headquarters located in Loveland, Colorado and other offices in New York, New York, Malvern, Pennsylvania, Santa Fe, New Mexico, San Diego, California and Stow, Massachusetts.

Media Contact

Jaime Guthals
Publicist, Interweave
JaimeG@interweave.com
(502) 243-6834, Cell (502) 387-2383