

BEAD STAR

For Immediate Release

Interweave's *Bead Star* Magazine Announces 2009 Winners and Best in Show Cover Design

***Bead Star*, the first-ever beading publication comprised entirely of prize-winning designs selected by beaders, hits newsstands nationwide December 8**



December 1, 2009: *Bead Star* magazine announced today the 45 prize-winning jewelry designers in the second annual Bead Star challenge—an exciting competition that garnered more than 2000 entries from the U.S. and Canada, and was voted on by 26,000 people worldwide.

The designs are published in *Bead Star* 2009, the first-ever beading publication composed entirely of prize-winning designs, on newsstands nationwide Tuesday, December 8. This issue showcases forty-five of the winning designs in nine categories: Crystals, Heart Designs, Glass, Metals, Pearls, Plastics, Seed Beads, Stones, and Designs Under \$25.

Preview the new issue online at: <http://www.interweavestore.com/Beading-Jewelry/Magazines/Bead-Star-2009.html>

“Bead Star is like American Idol for beaders,” says editor Jane Dickerson. “Each year the competition is even more exciting, and this year’s challenge garnered double the entries and twice as many votes as the inaugural competition in 2008. We were thrilled by the response and are already looking forward to next year’s challenge. Be on the lookout for the call for entries at BeadStar.com on December 16!”

The 2009 Grand Prize *Bead Star* winner is Sue Sater for her stunning jewelry piece, “Silver Icicles,” which is featured on the cover of the magazine. Sue first won first place in the competition’s Metals category—a distinction she earned by the voters at BeadingDaily.com. Then grand-prize sponsor Fire Mountain Gems and Beads selected Sue as the Best in Show design from the nine first-place winners.

As Best in Show, Sue won an all-expenses-paid trip for two to Santa Fe for Bead Fest Santa Fe (www.beadfest.com), March 18-21, 2010, and a \$1,000 gift certificate courtesy of the grand-prize sponsor Fire Mountain Gems and Beads—a \$3000 total value for Grand Prize. This Grand Prize is in addition to her \$500 gift certificate from first-prize Metals’ sponsor Rings & Things.

“I’ve never won anything!” says Sater. “I made this piece for fun and never gave any thought to entering it in a contest.” When she found out that her boss Glenda Paunonen at Crystal Creations Bead Institute/ Beads Gone Wild bead store in West Palm Beach, Florida had entered her piece in the Bead Star contest on her behalf, she was surprised and honored. Sue has since left Florida and moved back to New Jersey to be with her son and grandchild, but she is still beading.

Winners Selected by the People for the People

The Bead Star contest kicked off earlier this year with a call for designs made with simple stringing, crimping, and wireworking techniques. The *Bead Star* editorial offices received more than 2000 unique entries—which the editors of *Step by Step Beads* and *Beadwork* magazines culled down to 180 finalists—20 per category. From there, nearly 26,000 Beading Daily members voted online on their favorites in each category, which ultimately made it into this all-star publication.

A first-place, second-place, and third-place winner and two honorable mentions were awarded in each of the nine design element categories. All first place prizes are valued at \$500, second place prizes are valued at \$300, third place prizes are valued at \$100, and honorable mentions are valued at \$50.

Who Will Be the Next Bead Star?

Information for next year's Bead Star 2010 contest will be posted on the magazine's website, BeadStar.com, on December 16, 2009. The grand-prize winner's piece will again grace the cover.

Winning Jewelry Up for Auction in March

Jewelry pieces marked "Auction Item" in *Bead Star* 2009 have been donated by their designers for auction to benefit the American Heart Association's women's heart-health initiatives. Five finished jewelry pieces will be part of a silent auction at Bead Fest Santa Fe, March 18-21, 2010. The rest of the jewelry will be auctioned on eBay from March 23-25, 2010. Look for the symbols "Auction Item – eBay" and "Auction Item – Bead Fest" throughout the magazine to see which pieces can be bid on to benefit this worthy cause.

Congratulations to the Bead Star 2009 Winners:

Best in Show: Sue Sater, for her metals and crystals necklace "Silver and Icicles," sponsored by Fire Mountain Gems and Beads (Prize valued at \$3,000)

CRYSTALS

Renée McMeeken: 1st place sponsored by K. Gottfried, Inc.
Amity Doolittle: 2nd place sponsored by Interweave
Diana Thomas-Willis: 3rd place sponsored by FusionBeads.com
Lori Lopez: Honorable Mention sponsored by Interweave
Denise Yezbak Moore : Honorable Mention sponsored by Interweave

GLASS

Mikki Ferrugiario: 1st place sponsored by Beadaholique.com
Ann Marie Croum: 2nd place sponsored by Interweave
Kate Purdy: 3rd place sponsored VenetianBeadShop.com
Lori Bergmann: Honorable Mention sponsored by Interweave
Kerry Bogert: Honorable Mention sponsored by Interweave

HEART

Denise Yezbak Moore: 1st place sponsored by Interweave
Erin Prais-Hintz: 2nd place sponsored by Shipwreck Beads
Amanda Posner: 3rd place sponsored by AD Adornments
Madalynne Homme: Honorable Mention sponsored by Interweave
Lori Mendenhall: Honorable Mention sponsored by Interweave

METALS

Sue Sater: 1st place sponsored by Rings & Things
Maira McEvoy: 2nd place sponsored by Interweave
Liisa Turunen: 3rd place sponsored by Vintaj Natural Brass Co.
Erin Strother: Honorable Mention sponsored by Interweave
Jeanne Barta Craine: Honorable Mention sponsored by Interweave

PEARLS

Solange Farah: 1st place sponsored by JohnBead.com
Susan White: 2nd place sponsored by Interweave
Denise Yezbak Moore: 3rd place sponsored by Crystal Creations Bead Institute/Beads Gone Wild
Alice Bilello: Honorable Mention sponsored by Interweave
Jessica Tiemens: Honorable Mention sponsored by Interweave

PLASTICS

Susan O'Neill: 1st place sponsored by Interweave
Valerie Aharoni: 2nd place sponsored by The Beadin' Path
Lorelei Eurto: 3rd place sponsored by Natural Touch Resin Beads
Gavin Pili: Honorable Mention sponsored by Interweave
Bridgette Jessen: Honorable Mention sponsored by Interweave

SEED BEADS

Erin Strother: 1st place sponsored by Miyuki Glass Beads
Christina Dauenhauer: 2nd place sponsored by Interweave
Gabrielle Doran: 3rd place sponsored by Tambrook Bead & Trade
Lyn Foley: Honorable Mention sponsored by Interweave
Cindy Holsclaw: Honorable Mention sponsored by Interweave

STONES

Kathryn Burgess: 1st places sponsored by Lima Beads
Valerie Rothert: 2nd place sponsored by Interweave
Heather Powers: 3rd place sponsored by Avian Oasis
Mary Harding McCallion: Honorable Mention sponsored by Interweave
Chris Simmons: Honorable Mention sponsored by Interweave

UNDER \$25

Solange Farah: 1st place sponsored by Interweave
Glenda Paunonen: 2nd place sponsored by Beadalon
Kristy Abner: 3rd place sponsored by Too Cute Beads
Darlene Jones: Honorable Mention sponsored by Interweave
Pattie Smith: Honorable mention sponsored by Interweave

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Web Sites

<http://BeadStar.com>
<http://BeadingDaily.com>
<http://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. 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 150 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.

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