



Interweave Announces Casting Call for Bead Star Challenge and the Launch of a Special Issue Publication, *Bead Star*

Loveland, Colorado, March 25, 2008: Interweave announced today the nationwide casting call for all beaders and jewelry designers in the United States and Canada to enter the inaugural 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 2009, \$1,500 in beading supplies, and the cover of the new magazine, *Bead Star*.

Winning entries will be published in *Bead Star*, the first-ever beading publication comprised entirely of prize-winning designs selected by beaders worldwide, launching on newsstands nationwide this December 23 from Interweave.

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. Instead of singers going on tour, the winning designs will appear in the pages of *Bead Star* magazine, which will be available in bead shops and bookstores in December.”

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 it’s up to people from around the globe to choose the winners.

“We want real beading enthusiasts from around the world to participate in the selection process,” says Danielle Fox, editor of *Bead Star* magazine. “So, after our editors select the finalists, we’ll leave it up to the people to pick the winners.”

Enthusiasts around the world will be able to log on to BeadingDaily.com June 12–18, 2008, and cast their votes for their favorite designs among the finalists. Votes will be tallied and a first-place, second-place, and third-place winner and two honorable mentions will be awarded in each category. Then 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 2009, win \$1,500 in cool beading stuff, and see his or her design featured on the cover of *Bead Star* magazine! This grand prize has a value of \$5,000.

Winners will also have the chance to donate their projects to an auction benefiting the American Heart Association’s women’s heart health initiatives.

The deadline to enter an original beaded jewelry design is **May 6**. Visit BeadingDaily.com/BeadStar for complete contest rules.

Bead Star is sponsored by Fire Mountain Gems, K. Gottfried Inc., Lima Beads, Beadalon, The Beadin’ Path, The Bead Goes On, Tambrook Bead & Trade, Beaded Impressions, FusionBeads.com, Jane’s Fiber and Beads, Venetian Bead Shop, and Vintaj Natural Brass Co.

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Websites

Official website: [BeadingDaily.com/Beadstar](http://www.BeadingDaily.com/Beadstar)

BeadingDaily.com blog post announcing the contest:

http://www.beadindaily.com/posts/stringing/bead_star_403-1.html

Interweave.com

Media Images

<http://www.beadindaily.com/media/ui/promo/Bead-Star-tag-line-art.jpg>

<http://www.beadindaily.com/media/ui/promo/beadstarlog.jpg>

<http://www.beadindaily.com/media/ui/promo/BeadStarCover-Sample.jpg>

About Interweave Press LLC

Interweave Press, a unit of Aspire Media, is one of the nation's leading craft media companies, with businesses in magazine and book publishing, interactive media, broadcast programming, and events for craft enthusiasts. The Interweave Press Publishing Group features 14 subscription magazines, including *Beadwork*, *Stringing*, *Jewelry Artist*, *Step by Step Beads*, *Step by Step Wire*, *Colored Stone*, and many more special interest publications. Interweave Press has more than 250 books in print and annually publishes about 40 best-selling, how-to craft books on the same subjects as the company's magazines. Additionally, Interweave Press operates eight annual craft enthusiast events and has an extensive Internet presence that includes nearly 30 websites. 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, Colo. For more information on Interweave Press, please visit interweave.com or call (970) 669-7672.:

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