



For Immediate Release

Cloth Paper Scissors Magazine Launches Online Community for Mixed Media Artists

ClothPaperScissors.com focuses on engagement and community through sharing of project photos, videos, blogs, forums, and more

Stow, Mass. and Loveland, Colo., February 2, 2010: *Cloth Paper Scissors* magazine officially unveiled its new website and online community for mixed media artists today at <http://www.clothpaperscissors.com>.

"This is the multimedia site for the mixed media passionista!" says *Cloth Paper Scissors* editor Jenn Mason. "We are so happy to finally have this new community. It's been a long road getting our new site up and running but we think we have something special."

The site offers an incredible multimedia platform, a richer multimedia library, more integrated content from the magazine, and a distinctive "look and feel" that echoes the design aesthetic artists and crafters have come to expect from *Cloth Paper Scissors*.

"We've wanted a website like this for the mixed media community for a very long time," says editorial director Pokey Bolton, "We're thrilled that our sister publication to *Quilting Arts* has its own home now. We hope to make it the best possible place to discuss and share our art, and make new mixed media friends."

Cloth Paper Scissors made its debut in October 2004, and since then has taken the mixed-media world by storm. Published six times a year, *Cloth Paper Scissors* covers all types of fiber arts and collage work, including mixed media, assemblage, altered books, art dolls, visual art journals, rubber stamping, creative embroidery, and book arts. Geared for the beginning artists/crafter as well as the advanced, *Cloth Paper Scissors* has a playful, positive tone, encouraging both the beginning and seasoned artist to try new techniques and share their work and expertise with a greater audience

The editors of *Cloth Paper Scissors* will be involved in the new community, posting their own blogs, images, video clips, and free tutorials and references to help community members.

Regular features of the website include:

- A blog from *Cloth Paper Scissors* Founder and Editorial Director Pokey Bolton
- The "Outside the Box with Jenn" blog from *Cloth Paper Scissors* Editor Jenn Mason
- The "In the Studio with Cate" blog that takes people behind-the-scenes into artists' workspaces, by Cate Prato, editor of *Studios* magazine
- A blog by Assistant Editor Barbara Delaney
- Excerpts from the pages of past and current *Cloth Paper Scissors* magazines
- Free mixed media projects
- Free mixed media videos, and much more!

Members of the *Cloth Paper Scissors* online community will be able to:

- Participate in Reader Challenges and other community events
- Socialize with fellow mixed-media artists from around the world and become friends
- Upload and share images of their mixed media projects to the photo gallery

- Upload and share videos of their techniques process, or other quilting videos found on video sharing sites like YouTube and Google Video
- Customize a personal profile and online gallery
- Engage in conversations in the forums

“This is just the beginning of the exciting things in store for the community,” says Mason. “We encourage mixed media artists to visit the site, create a profile, and come back and visit often for their daily dose of ideas and inspiration.”

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SOURCE: INTERWEAVE

Websites

www.ClothPaperScissors.com
www.Interweave.com
www.QuiltingArts.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. Additionally, Interweave produces several major events for fiber and bead, gem, and jewelry making enthusiasts and has an extensive Internet network of more than 30 websites and daily e-mail newsletters. Interweave is the proud sponsor of three craft television series airing on PBS: *Quilting Arts TV*, a fresh, contemporary quilting program, *Beads, Baubles, & Jewels*, public television's only how-to program for beading and jewelry making enthusiasts, and public television's newest show for knitting and crochet enthusiasts, *Knitting Daily TV*.

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. For more information on Interweave, visit www.interweave.com or call (970) 669-7672.

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