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Back by Popular Demand!  
**Interweave Press to Publish Another Annual Issue of  
*Interweave Crochet***

Loveland, Colo., June 28, 2005: Interweave Press, the publisher of such recognized craft magazines as *Interweave Knits*, *Spin•Off*, and *Beadwork*, announced that it will publish a second annual special interest publication devoted to the creative possibilities of crochet. The magazine will be titled **INTERWEAVE CROCHET**, and it will be available in retail stores and yarn shops nationwide on September 7, 2005, for \$7.99.

The first special issue of *Interweave Crochet* in 2004 was welcomed with rave reviews, loved by crochet enthusiasts, and inspired those normally turned off by the craft. For so long crochet was viewed as old, frumpy, and unfashionable, but *Interweave Crochet* 2004 helped break the stereotype!

Even as a special interest publication, *Interweave Crochet* 2004 outsold other crochet-related titles on the newsstand, including established titles, in the first three months of sales. Nearly 100% of the 1000 local yarn shops that carry *Knits* chose to sell *Interweave Crochet* 2004. These shops reported a 95% sell-through rate.

In a recent Craft Yarn Council of America (CYCA) survey of consumers purchasing yarn in 2004, respondents replied that 66% of their projects were crochet, and 34% were knit. Also according to the CYCA, "For every one knitter in the world there are three crocheters. Research confirms that the resurgence in knitting and crochet is not a fleeting trend or fad, but an evolution."

Crochet is also a hot look in the fashion world, with handcrafted garments showing up in the Fall/Winter 2005 ready-to-wear and runway collections of designers ranging from Prada to Chanel to Tommy Hilfiger.

"Given the first issue's success on the newsstands, new research on the mass reach of crochet, and some begging, we just had to publish *Interweave Crochet* again," said Marilyn Murphy, the magazine's publisher.

This year's **INTERWEAVE CROCHET** still has all the favorite features of *Interweave Knits*, including techniques, new exclusive designs to make, all the fashionable yarns available for crochet, gift ideas,

wearables, décor, and much more. Some of the most respected crochet designers in the country have contributed their fresh designs to the issue: Lily Chin shows her crochet sensibility with a tailored jacket with darts, Norah Gaughan uses Rowan yarn for a unique hoodie perfect for a beach cover-up or for jeans and a tee, Mari Lynn Patrick stuns crafters with a beautiful and feminine dress, and Candi Jensen has fun with bright colors for a child's fun and funky poncho.

For crocheters, knitters, and new crafters exploring the hook for the first time, there's something for all skill levels, all occasions, and all personalities. This issue is packed with more than 25 patterns.

"Interweave Press continues to provide for these crochet evolutionists with our best efforts to produce the best publications," says Murphy. "We listened to all the fiber enthusiasts and brought back *Interweave Crochet*—enjoy!"

**INTERWEAVE CROCHET**  
**A special issue from *Interweave Knits***  
Interweave Press • September 7, 2005 • \$7.99

**Praise for the 2004 issue of *Interweave Crochet*:**

"I know I'm not the only one to have been utterly inspired by your special crochet issue—I constantly find people raving about it on blogs, lists, and so on." —Annette Petavy, France

"I think you have a new market in a sense—that knitters who have turned their noses up at crochet but, like me, just needed a window to see that...it offers the fiber artist another way of generating beauty." —Cat Bordi, Passing Paws Press

"I am a knitter and I don't crochet, but after buying that issue, I intend to start" —Sarah Baugh, Athens, Georgia.

"I have a background in the fashion industry working as a knitwear designer, and I am writing to congratulate *Interweave Knits* on its crochet issue. What a breath of fresh air—the crochet is sophisticated, the colors are tasteful, the fashions are current, and photography is done with class."  
—Sherri Hondorp

**About *Interweave Knits*:** *Interweave Knits* is a quarterly magazine for knitters who find inspiration in elegant knitwear and value creating their own style. Each issue features original designer patterns for garments and home décor that captivate to creative spirit, plus enlightening explorations of knitting around the world, in-depth technical articles, and the latest knitting news. Projects range from introductory to challenging and from traditional to cutting-edge, with a full range of sizing. *Interweave Knits* celebrates the heart, mind, and hands with style.

**About *Interweave Press*:** In business since 1975, Interweave Press publishes magazines and books related to fiber, thread, needlework, and beads. Throughout Interweave's evolution, its publications have focused on natural materials and processes, a respect for doing, and an appreciation of the fine, simple things in life. Interweave publishes six magazines including *Beadwork*, *Handwoven*, *Interweave Knits*, *PieceWork*, *Spin-Off*, and *Fiberarts*. Interweave is dedicated to creating a resource for its readers to find the best information in their field of interest, the latest news, the best products, the newest techniques, and the history behind the techniques.

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