



CrochetMe.com Gets a Makeover

New Website Debuts with Richer Multimedia Library and Integration of Content from *Interweave Crochet* and *Knitting Daily TV's Crochet Corner*

Loveland, Colo., January 28, 2010: There's a new look and feel to CrochetMe.com as the site officially unveils its new website design, with a new platform, a richer multimedia library, and more integrated content. CrochetMe.com launched in 2004 as one crocheter's blog and grew into an online magazine and reader-contributed community. The site has attracted creative crocheters from all over the world and has become one of the most popular crochet destinations on the Internet, boasting more than 30,000 members and a 500+ free-pattern library.

Website: <http://www.crochetme.com>

"I'm very excited about the changes," says *Interweave Crochet* editor Marcy Smith. "CrochetMe.com will continue to offer the social networking features that members have been a part of for six years—the features that made CrochetMe.com such a yartastic destination on the Internet in the first place—plus much more."

The editors of *Interweave Crochet* will be even more involved in the new community, posting their blogs, images, video clips, and free tutorials and references to help community members. CrochetMe.com founder Kim Werker also will be blogging as a contributing editor.

One of the biggest changes to the site is the new integration of content from *Interweave Crochet* magazine. Now members will have access to the vast *Interweave Crochet* library of patterns—with search-and-find capabilities for photos and pattern information from current and back issues.

At launch, preview pages for each project in the current Winter 2009 issue of *Interweave Crochet* are available for browsing on the site and pages for back issue designs will be added in the weeks to come. Members can share, rate, and add comments to each of the designs, as well as upload to the galleries photos of any projects they've completed (FOs) or are working on (WIPs).

New Video Section

In addition, the new CrochetMe.com will now integrate more content from public television's *Knitting Daily TV*, including crochet-related video clips from the show. The crochet patterns from the first four seasons of *Knitting Daily TV* are available to readers for free download, including 13 crochet patterns from the new *Knitting Daily TV* Series 400 Crochet Corner with Kristin Omdahl.

"In creating the new site, we transferred six years' worth of forum comments and reader patterns. So members can pick up a conversation right where they left off and start forming new friendships in a clearer online space," says Smith.

"This is a place where crocheters can connect, hang out, and learn. We hope to make it the best place to discuss crocheting online, share our craft, and make new friends," says Smith.

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Websites

www.Interweave.com
www.CrochetMe.com
www.Facebook.com/CrochetMe

Relevant Links

Interweave Crochet Names Marcy Smith Editor (12/16/08):

http://www.interweave.com/PressRoom/PR_crochet/Interweave-Crochet-Names-Marcy-Smith-Editor.pdf

Interweave Acquires CrochetMe.com from Founder Kim Werker (12/2/08)

http://www.interweave.com/PressRoom/PR_crochet/Interweave-Acquires-CrochetMe.pdf

Interweave Crochet Goes to Frequency in Fall 2007 and Taps Kim Werker as Editor (12/29/06):

http://www.interweave.com/PressRoom/PR_Fiber/IWP%20Crochet%20Frequency.pdf

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

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