



For Immediate Release

## **Interweave Names Sara Dumford Vice President, Events and Education**

Loveland, Colo., August 31, 2009: Interweave, a leading multi-platform craft-enthusiast media company, announced today that Sara Dumford has joined the company as Vice President, Events and Education, a new VP-role at Interweave. Dumford begins her position immediately and will join Interweave's executive team while reporting to Chief Executive Officer Clay Hall.

Dumford will oversee all event planning staff for Interweave's events across the art and craft categories, which include the four annual Bead Fest events, *American Artist Weekend* with the Masters, *Spin-Off Autumn Retreat (SOAR)*, and Interweave online education events. Dumford will be based out of the Loveland, Colorado headquarters and her staff is located throughout the country at Interweave offices in New York, New York; Stow, Massachusetts; Malvern, Pennsylvania; and Loveland, Colorado.

In making the announcement, Hall said, "Dumford has extensive experience and a proven track record in leading major events and conferences, including deep experience in the art and craft enthusiasts markets. We are delighted to bring someone of her caliber to Interweave and we're looking to grow our events and create new opportunities in Interweave's markets that currently have no events or educational programs."

Dumford's background includes serving the last ten years at F+W Media, Inc. in a number of key leadership posts. Most recently, she was Director of Events at F + W Media for five years, where she was heavily involved in all aspects of event planning and development, sales and marketing. Dumford and her team at F + W operated 40 conferences, expos, online workshops, and 27 competitions.

"There's so much opportunity here at Interweave and I am thrilled to be working for this category leader," said Dumford. "By focusing on the needs of the end customer, Interweave has developed a strong, intelligent platform that allows them to reach millions of art and craft enthusiasts around the country through their books, magazines, events, websites and television brands."

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### **Websites**

[www.interweave.com](http://www.interweave.com)

[www.aspire-media.com](http://www.aspire-media.com)

[www.beadfest.com](http://www.beadfest.com)

[www.interweavesoar.com](http://www.interweavesoar.com)

[www.weekendwiththemasters.com](http://www.weekendwiththemasters.com)

[www.americanartistschool.com](http://www.americanartistschool.com)

### **About Interweave**

Interweave, a unit of Aspire Media, is one of the nation's largest and most respected art 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 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](http://www.interweave.com) or call (970) 669-7672.

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