



For Immediate Release

Interweave Appoints Leslie Rogalski as Editor of *Beading Daily*

Loveland, Colo., September 18, 2009: Interweave announced today that Leslie Rogalski has been named *Beading Daily's* Online Editor, effective immediately. Launched in 2007, BeadingDaily.com serves more than 140,000 community members and is one of the most popular beading and jewelry-making communities on the Web, offering original blogs, videos, forums, free projects and patterns.

"I'm thrilled to take up where Michelle left off as the new *Beading Daily* editor," says Rogalski. "I love making jewelry, but mostly I love inspiring other people to make jewelry and this role will be an exciting change for me within the Interweave family."

Rogalski has been Editor in Chief of Interweave's *Step By Step Beads* since 2005. She is a skilled designer, writer, and editor who is also the creative force and talent behind *Doodlebeads*—a series of online bead technique video tutorials she's shared on BeadingDaily.com. *Doodlebeads* will soon become a regular feature on the popular show *Beads, Baubles and Jewels* on public television, a show Rogalski has been a frequent guest on for the last four seasons. Besides her passion for editing and video technology, Rogalski is a passionate seed beader and many of her original, artistic bead and wire jewelry designs have been published in Interweave beading and jewelry publications, such as *Beadwork*, *Step by Step Beads*, *Creative Jewelry*, and *Easy Wire*.

"We are delighted to bring Leslie Rogalski into this new editorial role. She has exceptional experience and will take an integrated approach to the position to bring together at *Beading Daily* all of the platforms of the Interweave Bead, Gem & Jewelry Group brands," says Interweave Bead, Gem & Jewelry Group Publisher David Pyle. "She is always looking for new ways to help enthusiasts improve their skills and further their enjoyment of their crafts."

Beading Daily's community of beading and jewelry-making enthusiasts can look forward to even more of the expert tips, techniques, instructional videos, and free projects under Rogalski's leadership at *Beading Daily*.

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SOURCE: INTERWEAVE

Websites:

www.BeadingDaily.com
www.BeadsBaublesandJewels.com
www.Interweave.com
www.Aspire-Media.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 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.

Media Contact:

Jaime Guthals
Publicist, Interweave
(502) 243-6834
JaimeG@interweave.com