



For Immediate Release

Interweave Launches Knitting Daily Workshops

Video workshops debut with an in-depth DVD lesson on Fair Isle knitting from *Interweave Knits* editor Eunny Jang and a DVD on cable knitting from Queen of Cables Kathy Zimmerman

Loveland, Colo. – September 8, 2009: Interweave announced today the launch of the Knitting Daily Workshops, debuting with two DVDs on cabling and Fair Isle knitting techniques. These video workshops are designed for beginner to intermediate knitters and allow them to take classes from the comforts of their own home, anytime or anyplace, from nationally-known instructors.

Classic to Creative Knit Cables with Kathy Zimmerman (\$19.95, ISBN: 978-1-59668-229-0) is a 66-minute video workshop on everything cables as Kathy teaches the knitter to make her "Deep Creek Scarf" and "Princess Cable Sweater," which are included as pattern downloads in companion with this video. Learn cabling from the Queen of Cables and get two free patterns for one great low price.

This DVD includes:

- An introduction to the rich variety of cable designs, types of cable needles, and how to read and interpret a stitch chart.
- Step-by-step cabling techniques used in Zimmerman's "Deep Creek Scarf" and "Princess Cable Sweater" patterns
- Zimmerman's tips on avoiding cable-knitting errors and how to fix problems such as incorrectly crossed cables or cables with gaps on the sides.

The other new video is ***Introduction to Fair Isle: The Ivy League Vest with Eunny Jang*** (ISBN: 978-1-59668-228-3, \$19.95). Eunny uses her popular "Ivy League Vest" pattern--included as a pattern download with purchase--and walks knitters through it's construction while teaching the basics of this popular color-stranded knitting technique.

Each Fair Isle lesson is explained step-by-step with Jang offering her inside tips and secrets for:

- Swatching for Fair Isle
- Holding two yarns comfortably and how to maintain tension
- How to introduce new colors into the pattern
- Easy fixes for common mistakes
- Casting on for a steek and how to cut steeks, and
- How to shape colorwork and successful finishing techniques.

Included in this video is Jang's overview of the history of colorwork in Fair Isle and colorwork styles from other regions, plus a look at yarns and tools needed to successfully complete Fair Isle projects. ***Introduction to Fair Isle: The Ivy League Vest*** anticipates the questions viewers will have about this traditional technique and makes the process of learning Fair Isle easy and fun.

The Knitting Daily Workshops are available at local yarn shops, craft stores, or online at InterweaveStore.com.

About the Instructors

Kathy Zimmerman – an accomplished knitter, teacher, and nationally-recognized knitwear designer – is the owner of Kathy's Creations, named by Knitter's Stash (Interweave, 2001) as one of America's best-loved yarn shops. Known as "The Cable Queen," her specialty is designing sweaters that feature cables and textured stitchwork. Kathy never met a cable she didn't like.

Eunny Jang – A knitter since age 3, Eunny Jang is an internationally-celebrated knitwear designer, editor of *Interweave Knits*, a magazine for knitting enthusiasts, and co-host of Knitting Daily TV on public television. Prior to her career as editor and TV host, her blog See Eunny Knit, was a must-read for online knitting enthusiasts, averaging 10,000 unique visitors per day. For fun, Eunny cooks, runs long distance, wakeboards, and follows the Yankees. She lives in Fort Collins, Colorado.

SOURCE: INTERWEAVE

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.

Websites

www.interweavestore.com

Contact for Information

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