



## Interweave Launches JewelryMakingDaily.com, a New Online Community for Jewelry Making Enthusiasts

JewelryMakingDaily.com focuses on engagement and community through sharing of free projects, photos, videos, blogs, forums, and more

Malvern, Penn. and Loveland, Colo., May 3, 2010: Interweave officially unveiled a new website and online community for jewelry making artists and enthusiasts today at <http://www.jewelrymakingdaily.com>.

**JewelryMakingDaily.com** is a community for anyone interested in creating handmade jewelry, whether the person is an accomplished artisan or entirely new to the craft. A sister site to BeadingDaily.com, Interweave's popular community for beaders, **JewelryMakingDaily.com** will focus on wirework, metalwork, jewelry designs using gemstones; and other jewelry-making techniques.

The site is the online companion to Interweave magazines *Lapidary Journal Jewelry Artist* and *Step by Step Wire Jewelry*, and taps into those publications' vast resources and editorial content. The editors of *Lapidary Journal Jewelry Artist* and *Step by Step Wire Jewelry* will be involved in the new community, posting their own blogs, images, video clips, free projects, free tutorials, and references to help community members.

"This is *the* site for jewelry makers!" says *Step by Step Wire Jewelry* Editor Denise Peck. "We are thrilled to finally have this new community--we've wanted a website like this for the jewelry making community for a very long time."

The site offers an incredible multimedia platform, a richer multimedia library, more integrated content from the magazines, and a distinctive "look and feel" that sets it apart from BeadingDaily.com

Members of the **JewelryMakingDaily.com** online community will be able to:

- Participate in reader challenges and other community events.
- Socialize with fellow artists from around the world and become friends.
- Upload and share images of their projects to the photo gallery.
- Share videos of techniques process by linking to videos from sites like YouTube and Vimeo.
- Customize a personal profile and online gallery.
- Engage in conversations in the forums.

Members of **JewelryMakingDaily.com** can use their sign-in information to access the Interweave family of communities: Artist Daily, Beading Daily, Cloth Paper Scissors, Crochet Me, Knitting Daily, Quilting Arts, Spin-Off. Likewise, anyone who is a member of any of the other communities, like BeadingDaily.com, will have the same username and password on JewelryMakingDaily.com and can access the content on this site without having to re-register.

"This is just the beginning of the exciting things in store for the community," says managing editor Karla Rosenbusch. "In the weeks and months to come, we will be adding more features, more profiles, more projects, and more resources--everything the jewelry artist needs at the click of the mouse."

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SOURCE: INTERWEAVE

### **Websites**

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

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

[www.BeadingDaily.com](http://www.BeadingDaily.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 16 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. 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 175 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).

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