



“Knitting Daily TV” to Launch in July 2008 in Many Local PBS Markets

“Knitting Daily TV” will bring a fresh new look and format to the popular show, Needle Arts Studio with Shay Pendray

Loveland, Colo., January 9, 2008: Interweave Press today announced its sponsorship of “Knitting Daily TV,” a fun, contemporary new knitting show to launch on many public television stations around the country in July 2008. This PBS magazine-format TV series is a makeover of Needle Arts Studio with Shay Pendray, the first and longest-running program on public television to focus on the needle arts.

“Knitting Daily TV” will be hosted by a cast of popular magazine editors: “Interweave Knits” Editor Eunny Jang, “Interweave Crochet” Editor Kim Werker, “Handwoven” Managing Editor and former Managing Editor of “Spin-Off,” Liz Gipson, along with Shay Pendray. The 30-minute themed episodes will cover a variety of needle crafts—from knitting and crochet to stitching, felting, and spinning—and guide viewers in learning to make fun yet smart one-of-a-kind designs using the latest products in yarn and fiber.

Industry experts and renowned designers will appear as guests and join the “Knitting Daily TV” team to bring fiber fans great projects for the beginner to advanced, updates on tools and materials, in-depth technique tutorials, and creative ideas that are sure to inspire.

The makeover of Needle Arts Studio starts with a new name, set, music, and graphics, but the changes are more than cosmetic. “The growing community of DIY-ers doesn’t just want to watch, they want to be a part of it. “Knitting Daily TV” will merge how-to television programming with the online community of knitters in an exciting new way,” said Executive Producer Kathie Stull.

KnittingDailyTV.com is the online companion to the TV show. The site will feature video clips, episode recaps, patterns, interactive discussion, local TV schedules, and more. In addition, “Knitting Daily TV” will have a presence on MySpace and Facebook and episode previews will be available on YouTube.

The show will regularly invite the Knitting Daily online community to be a part of the program by incorporating segments such as “You Asked It,” where hosts answer everyday needle-arts questions of people in the online community or “You Made It,” featuring their handmade creations—bringing a fun twist to the traditional knitting circle and the viral concept of the online knit-along.

“Knitting Daily TV” is produced by KS Inc. Productions and will be offered in the same public television time slot as Needle Arts Studio, which has carriage in more than 157 markets and distribution to 55 million U.S households.

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About Interweave Press LLC

Interweave Press, a unit of Aspire Media, is one of the nation's leading craft media companies, with businesses in magazine and book publishing, interactive media, broadcast programming, and events for craft enthusiasts. The Interweave Press Publishing Group features 14 subscription magazines and many more special interest publications. Interweave Press has more than 250 books in print and annually publishes about 40 best-selling, how-to craft books on the same subjects as the company's magazines. Additionally, Interweave Press operates eight annual craft enthusiast events and has an extensive Internet presence that includes nearly 30 websites.

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

About KS Inc. Productions

Knitting Daily is just one of the shows produced in the how-to line up of KS Inc. Productions. It joins "Quilting Arts TV," "America Sews with Sue Hausmann," "Scrapbook Memories," "Bake Decorate Celebrate!," "Hands on Crafts for Kids," and "Beads Baubles & Jewels"—some of the most widely watched how-to programs on public television. Over the past 18 years, KS Inc. Productions has produced 13 different series and over 2,800 episodes for public television specializing in how-to programming. Working in conjunction with Beachwood Studios and Detroit PTV, KS Inc. Productions has set a standard for high quality and is at the forefront in developing programming that attracts and inspires the how-to audience.

SOURCE: Interweave Press LLC

WEBSITES:

www.knittingdaily.com

www.interweave.com

www.ksonline.tv

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