



## New KnittingDaily.com Unveiled with Richer Multimedia Library and Integration of Content from *Interweave Knits*, *Knitscene* and *Knitting Daily TV*

Loveland, Colo. – June 17, 2009: Interweave today officially unveiled the new KnittingDaily.com (<http://www.knittingdaily.com>) with a new platform, a richer multimedia library, more integrated content, and an improved “look and feel” that echoes the design aesthetic knitters have come to expect from Interweave’s distinctive magazines and books. Launched in June 2007, KnittingDaily.com has grown to become one of the most popular knitting destinations on the Internet.

“It’s been two years and it was time to put on a fresh coat of paint and make a good thing even better,” says *Knitting Daily* editor Sandi Wiseheart.

One of the biggest changes to the site is the instant access to the vast *Interweave Knits* and *Knitscene* libraries of hundreds of patterns—with search and find capabilities for photos and pattern information from current and back issues—plus links to purchasing many of the patterns from sold-out back issues in the Interweave pattern store (<http://www.interweavestore.com>). In addition, the new KnittingDaily.com will now integrate more content from *Knitting Daily TV* on public television, including select video clips from the show. The free patterns from the first two seasons of *Knitting Daily TV* will be available for download on KnittingDaily.com, eliminating the extra step of readers navigating to the television program’s website.

“We have designed and organized the new website with the users in mind and we hope that they will find it even easier to navigate as their daily source for ideas and inspiration,” says Wiseheart.

The site will continue to offer social networking features such as message boards and forums but will launch new functions such as enabling knitters to share, rate, review, and download content from the site, as well as upload their own project photos and original how-to videos through expanded reader images and video galleries. Technique tips and videos will continue to be added to an ever-growing section.

The KnittingDaily.com site will continue to evolve throughout 2009 with the addition of more blogs and “voices” to the site, such as blogs from the editors of *Interweave Knits* and *Knitscene* and from popular Interweave authors and designers. For example, a new blog will launch from *New England Knits* (Spring 2010) co-authors Cecily Glowik MacDonald and Melissa LaBarre, chronicling their book’s development from manuscript to publication, plus fun finds and resources from the world of knitting in New England.

While many of the site’s features will be enhanced, KnittingDaily.com will continue to offer readers their favorite features without change, such as a new free knitting pattern each week and the daily e-newsletters that knitters look forward to each day highlighting blog posts with a sprinkling of product and event news.

KnittingDaily.com will continue to be promoted across all Interweave Press publications, Interweave books, Interweave events, and *Knitting Daily TV* on public television.

Advertisers have unique opportunities to present their products across all the Interweave yarn group brands, leveraging the multimedia platform in creative and new ways.

### **Websites**

<http://www.KnittingDaily.com>

<http://www.Interweave.com>

### **About Interweave**

Interweave, a unit of Aspire Media, is one of the nation's leading art and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events for art and craft enthusiasts. The Interweave Press Publishing Group features 18 subscription magazines and many more special interest newsstand publications. Interweave Press 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 operates five annual craft enthusiast events and has an extensive Internet presence that includes nearly 40 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 100 people throughout the country, with offices in New York, Stow, Mass., Malvern, Penn., and corporate headquarters located in Loveland, Colo. For more information on Interweave, visit [www.interweave.com](http://www.interweave.com) or call (970) 669-7672.

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