



Knitting Daily Announces Yarn Spree Giveaway

Enter at knittingdaily.com for a chance to win \$600 in gift certificates to your favorite local yarn shop

Loveland, Colo., November 28, 2007: *Knitting Daily* wants yarn lovers to shop till they drop in the New Year. *Knitting Daily*, Interweave Press's new online community, pattern library, blog, and e-newsletter for knitting and fiber enthusiasts, announced today the opportunity for readers to enter the chance to win \$600 in shopping sprees to their favorite local yarn shops (LYS).

Simply visit the *Knitting Daily* Yarn Spree webpage, provide your contact information and the name of your favorite LYS, and automatically be entered to win a LYS yarn spree. Three winners will be drawn at random and will win a gift certificate to shop for free yarn, needles, books, and magazines at their favorite LYS compliments of *Knitting Daily*. The grand prize is a \$300 gift certificate to the winner's favorite LYS, followed by a \$200 LYS gift certificate to the second-place winner, and \$100 LYS gift certificate to the third-place winner.

Knitting Daily Editor Sandi Wiseheart will announce the winners in January 2008.

"After spoiling family and friends with handmade gifts over the holidays, January should be the month for yarn lovers to spoil themselves. We're excited to be offering this opportunity to three lucky readers," says Wiseheart. "Local yarn shops win big here, too, since *Knitting Daily* will be purchasing the gift certificates for the finalists who nominated their shop."

Entries must be completed by December 31, 2007, at 3 p.m. MST and are limited to one entry per person. Winners will be notified via e-mail in January 2008. Winners will receive a gift certificate to the LYS mentioned in their entries. Open only to legal residents of the fifty (50) United States and the District of Columbia, 18 years of age or older—no purchase necessary.

About *Knitting Daily*

Knitting Daily is the new online knitting community, library of free knitting, felting and crochet patterns, daily blog, and e-newsletter for knitting and fiber enthusiasts from the publisher of *Interweave Knits*, *Spin-Off*, *Knitscene*, and *Interweave Crochet* magazines, and many best-selling knitting books by the industry's most popular and talented designers. *Knitting Daily* offers free knitting patterns for the entire family—from babies and children to men and women. It presents collections in every design category imaginable: shawls and stoles, gloves and mittens, scarves, afghans and blankets, handbags, home décor, gifts, and more. This new interactive experience combines the best content from the creative and trusted world of Interweave Press fiber books and magazines with original content and patterns exclusive to KnittingDaily.com.

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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 interweave.com or call (970) 669-7672.

SOURCE: INTERWEAVE PRESS LLC

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