



Interweave Announces a New Weekend Retreat for Wire Jewelry-Making Enthusiasts, Oct. 28-31 in California

Take a hobby vacation this year at Weekend with the Wire Masters – a four-day retreat with 10 of the nation’s top wire jewelry designers & instructors

Loveland, Colo., April 26, 2010: Interweave, one of the country’s leading arts and craft media companies and publisher of *Step by Step Wire Jewelry* and *Lapidary Journal Jewelry Artist* magazines, has added a new jewelry-making event to its calendar for 2010: Weekend with the Wire Masters, an exclusive four-day retreat taking place Oct. 28-31, 2010 in Dana Point, Calif. at the Laguna Cliffs Resort & Spa.

The Weekend with the Wire Masters retreat promises to be one of the most artistic and inspirational events of 2010 for wire jewelry artists and crafters. Attendees will learn to make jewelry from ten of the nation’s top wire jewelry designers & instructors, and also participate in fun evening workshops on topics like photographing your jewelry and selling your handmade jewelry on Etsy. Full-day workshops take place Thurs. Oct. 28 through Sat. Oct. 30, and half day sessions are on Sun. Oct. 31, ending at 1 p.m. Pacific.

Registration for the retreat is now open online at: <http://www.wiremastersweekend.com>

The 2010 Wire Master Instructors include some of the “who’s who” of the wire jewelry teaching circuit--published authors, former magazine editors, entrepreneurs, world-traveling instructors, and award-winning artists: Janice Berkebile, Lisa Claxton, Connie Fox, Mary Hettmansperger, Susan Lenart Kazmer, Lisa Niven Kelly, Dallas Lovett, Sharilyn Miller, Tracy Stanley, and Barb Switzer.

The host venue and hotel for the event is the Laguna Cliffs Resort & Spa, a four-diamond coastal retreat perched high atop the cliffs of Dana Point, overlooking the Pacific. The newly renovated hotel boasts upscale amenities with a California coastal décor that reflects the spirit of Dana Point. Their on-site restaurants, lounges, lobby area, or outdoor deck make great convening areas for pre- or post-workshop conversation and socialization.

“Your sister doesn’t know what a jump ring is. Your mom thinks you’ll ruin your eyes sewing such tiny beads. And your neighbors whisper about you, wondering why your kitchen light burns into the wee hours. “What does she DO in there all night?” Tired of explaining your passion for making jewelry to people who don’t get it? Get away from it all! Give yourself the gift of a retreat with renowned wire teachers and fellow enthusiasts at this fabulous luxury hotel overlooking the Pacific. You deserve it,” says Leslie Rogalski, editor of BeadingDaily.com.

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Cost

The Weekend with the Wire Masters participant fees are organized into two categories: Flat Rate and Pay-Per-Class.

Flat Rate Registration: This is the best way to gain the maximum benefit from this unique event. It is ideal for mixed artists who want to explore a variety of mediums and take their skill level and understanding to the next level. Paying the Flat Rate entitles attendees to sign up for as many master workshops and evening events as they can fit in their schedule throughout the four-day event. Those paying the Flat Rate will also have first choice of classes when registration opens, and only the remaining offerings that do not sell out will be available on a Pay-Per-Class basis at a later date.

It pays to register early! Flat Rate early registration rate, sign up by May 4 -- \$595* (Save \$100)
Flat Rate sign up after May 4 -- \$695. Please note that if a class has a required kit (determined by the instructor), this will be an additional fee, and varies from class to class.

Pay-Per-Class: This option allows attendees to choose specific classes or evening events individually, and will be made available only if there are remaining open seats in workshops after Flat Rate participants have all made their selections. Pay-Per-Class is for artists who may not be able to commit to the whole weekend but want to be part of the infectious energy and inspiration surrounding the classes and evening events being offered throughout the four-day weekend. To choose this registration option, click on the Pay-Per-Class tab as it becomes available, and select each demonstration, lecture, and evening event you wish to attend.

Websites

www.WireMastersWeekend.com

www.BeadingDaily.com

www.Interweave.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. 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 150 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.

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