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For Immediate Release

Interweave Press Announces Event Podcasts Series

Podcast interviews with best-selling author Stephanie Pearl-McPhee from SOAR and with Knitty.com's Amy R. Singer from TNNA kick off new online initiative

Loveland, Colo., January 19, 2007: Interweave Press announced today that it will be adding podcasts and other audio content to its popular website, www.interweave.com, in a series called Interweave Press Event Podcasts. The first two podcasts include a laugh-out-loud interview between *Spin-off* editor Amy Clarke Moore and best-selling knitting author Stephanie Pearl-McPhee, humorist of the knitting world known by fans as The Yarn Harlot. The interview was recorded recently at SOAR, the *Spin-off* Autumn Retreat in Granlibakken Resort, Tahoe City, Calif, where Pearl-McPhee delivered the keynote address.

The other interview uploaded today is with Knitty.com's Amy R. Singer, author of the forthcoming *No Sheep for You: Knit Happy with Cotton, Silk, Linen, Hemp, Bamboo & Other Delights* (Interweave Press, April 2007). Interweave Press caught up with Singer on Sunday, January 14 at The National NeedleArts Association trade show in San Diego to discuss the inspiration for her new book and why she's jazzed about introducing knitters to hip and alternative non-wool fibers.

The interviews are available as MP3 downloads at:

Stephanie Pearl-McPhee <http://www.interweave.com/go/pearl-mcphee>

Amy R. Singer <http://www.interweave.com/go/nosheep>

Plans are that Interweave Press will enlarge its brands through additional audio content and podcasts recorded at its company consumer shows, such as Bead Expo and Bead Fest, or industry shows like Book Expo America. Other event podcasts might spotlight, for example, editors' trend sightings or picks of new products debuting at trade shows, or lively conversations with industry notables.

"The addition of online audio content is one example of how Interweave Press is leveraging its magazine brands beyond print to further engage our readers," says Kim Dail, vice president of consumer marketing. "This is content that our passionate craft enthusiasts typically wouldn't find anywhere else on traditional radio or TV."

Interweave Press hired Kim Dail in August 2006 to head Interweave's new division of consumer marketing. Dail is a veteran of online marketing, sales, and content and joins the company from Olive Software. She also has worked for MediaNews Group, Knight Ridder, and Hollinger.

Singer dishes with Interweave Press's Laura Levaas about her intent in writing *No Sheep For You*. "It's absolutely in no way an anti-wool book. This is a boy, I sure wish I could use wool book, but since I can't here's what I can use instead. There are so many people like me [allergic to wool] or who won't use it because of ethical reasons or temperature reasons... people in warmer climates, people going through menopause... Everybody's finding a little something in *No Sheep*."

Singer is the founder of Knitty.com, an online knitting magazine that has attracted 15 million visitors, a columnist for *Interweave Knits* magazine, and coauthor of *Big Girl Knits* (Potter Craft).

Pearl-McPhee is the celebrated blogger and author of *At Knit's End: Meditations for Women Who Knit Too Much* and *Knitting Rules! The Yarn Harlot's Bag of Knitting Tricks* (Storey Publishing). Although best known for her truisms on knitting, in this interview Pearl-McPhee spins a yarn about her passion for spinning and talks about her experiences at the retreat. She jokes, "It's almost like eating a whole chocolate cake by yourself . . . being at SOAR and buying these things and then going up to my hotel room and spinning in the night . . . it's a lot like brownies or chocolate."

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 13 subscription magazines and many more special interest publications. Interweave Press has more than 200 books in print and annually publishes about 30 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.