



For Immediate Release

## Interweave and Quilts, Inc. to Collaborate on New Quilting Magazine

### ***International Quilt Festival: Quilt Scene* represents Interweave's entry into traditional quilting publications**

Loveland, Colo. and Houston, Texas, February 25, 2009: On the occasion of International Quilt Festival's 35th anniversary, Interweave, publisher of *Quilting Arts Magazine*, and Quilts, Inc., producer of the International Quilt Festival, will launch a new magazine, *International Quilt Festival: Quilt Scene*. This special issue, to debut in October 2009, will capture the energy, beauty, and community of today's quilt scene. *Quilting Arts Magazine* Editor-in-Chief and Founder Pokey Bolton has been named Editor of this new special issue publication.

"For years I have wanted to launch a traditional quilting magazine with a clean, fresh design—chock full of contemporary quilted projects and quilt news. I have yet to find a traditional quilting magazine on the market that appeals not just to seasoned quilters, but to the next generation—people like me, in their 30s, wanting to be a part of the quilt scene," says Bolton, who is also Host of "Quilting Arts TV" on public television. "The 35th Anniversary of International Quilt Festival provides the perfect opportunity to both commemorate the heritage of our craft as well as look towards the future of quilting."

*International Quilt Festival: Quilt Scene* magazine will feature gallery-style articles, artist profiles, quilted projects, technique-oriented how-to lessons, and a showcase of the top award-winning quilts from the prestigious International Quilt Association's annual competition.

"We're delighted to be working with Pokey and her team on a magazine that will showcase traditional quilts and quilting projects in a fresh, new way, as well as introduce a whole new audience to International Quilt Festival," says Karey Bresenhan, Founder & Director of International Quilt Festival.

"The world of traditional quilts is a big and welcoming one, and traditional quilters love what they do. They're eager to transmit their enthusiasm for the heritage of quilting to a new generation...and to see where those young quilters take it! In celebrating our first 35 years as the ultimate event in quilting, we pledge to this new group of quilters that we will continue discovering and delivering great quilts, classes, and new products to unleash their creativity!"

*International Quilt Festival: Quilt Scene* will debut at International Quilt Festival/Houston and on newsstands worldwide in October. This magazine also will be heavily promoted and sold by both Quilts, Inc. and Interweave, including during International Quilt Festival in Houston, where there is an anticipated attendance of 50,000 dedicated quilters.

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Websites:

[www.quilts.com](http://www.quilts.com)

[www.quiltingarts.com](http://www.quiltingarts.com)

[www.interweave.com](http://www.interweave.com)

**About Quilts, Inc.:**

Quilts, Inc. produces three consumer and two trade shows that set the standard for both the art and the business of quilting. Upcoming 2009 shows for the public include: International Quilt Festival/Houston (fall), founded in 1974; International Quilt Festival/Chicago (spring), founded in 2003; International Quilt Festival/Long Beach (summer), founded in 2008. In addition to its shows, Quilts, Inc. operates the Great Expectations Creativity Center and the Artist in Residence Program and Studio, both opened in summer 2005, on a large campus in Central Texas. The Center is also home to QuiltCamp™. Quilt Camp™ periodically offers an intensive weekend "short course" with well-known, popular quilting teachers. The company is based in Houston, Texas. For more information on Quilts, Inc. visit [www.quilts.com](http://www.quilts.com) or call (713) 781-6864.

**About *Quilting Arts Magazine*:**

Published six times a year, *Quilting Arts Magazine* is the nation's leading art quilting publication, covering surface design, wearable art, mixed media, embellished quilting, fabric painting, and more. *Quilting Arts* celebrates the new look of quilting through innovative technique articles by established and emerging artists; reader challenges; profiles of inspiring quilt artists; and cutting-edge fiber art. The publication reaches longtime quilters and a younger, more vibrant audience that represents the future of the quilt industry through several e-newsletters, an editor's blog, an interactive website and online community, and participation in consumer quilt shows. For more information, visit [www.quiltingarts.com](http://www.quiltingarts.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 six 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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