



For Immediate Release

Quilting Arts Magazine Launches New Online Community for Quilters

QuiltingArts.com gets an all-new look and format as site focuses on engagement and community through sharing of photographs, videos, blogs, forums, and more

Stow, Mass. and Loveland, Colo., May 1, 2009: There's a new look and feel to QuiltingArts.com today as the site unveils its new website design and online community for contemporary quilters. Starting today, it will be easier for quilters to talk to the magazine's editors and writers, for the editors and writers to talk to their readers, and for quilters to engage with each other online. *Quilting Arts* is making it possible for anyone who becomes a member of the site to create a profile page, upload photos, share videos, comment on stories, view *Quilting Arts* Challenge galleries, download free projects and tutorials, and much more.

Website: <http://www.quiltingarts.com>

Take a video tour: <http://www.quiltingarts.com/blogs/pokey/archive/2009/04/30/welcome-to-the-new-quilting-arts-community.aspx>

"We've wanted a website like this for the art quilting community for a very long time," says *Quilting Arts* editor Pokey Bolton. "This is a place where quilters can connect, hang out, and learn. We hope to make it the best possible place to discuss quilting, share our art, and make new art quilting friends."

The editors of *Quilting Arts* will be involved in the new community, posting their own blogs, images, video clips, and free tutorials and references to help community members.

Regular features of the website include:

- A blog from *Quilting Arts* magazine Founder and Editor Pokey Bolton; Pokey is officially moving her blogspot.com blog over to the new site
- New blogs by Managing Editor Helen Gregory and Assistant Editor Barbara Delaney
- New blog "In the Studio with Cate" that takes people behind-the-scenes into artists' workspaces, by Cate Prato, editor of *Cloth Paper Scissors* and *Studios* magazines
- New blog feeds from Interweave authors—a one-stop location where you can read many of your favorite Interweave authors' blogs
- Excerpts from the pages of past and current *Quilting Arts* magazines
- Free quilting projects
- Free quilting videos, and much more!

Members of the *Quilting Arts* online community will be able to:

- Socialize with fellow quilters from around the world and become friends with them
- Upload and share images of their quilts and projects to the photo gallery
- Upload and share videos of their quilting techniques process, or other quilting videos found on video sharing sites like YouTube and Google Video
- Customize a personal profile and online gallery
- Engage in conversations in the forums

“This is just the beginning of the exciting things in store for the community,” says Bolton. “We encourage quilters to visit the site, create a profile and let us know what features of the site you like best and what can be improved in the future.”

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SOURCE: INTERWEAVE

Websites

www.Interweave.com

www.QuiltingArts.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 18 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. 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, 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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