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For Immediate Release

INTERWEAVE PRESS PREMIERES *KNITS HOLIDAY GIFTS*

Features Ideas for Holiday Gift-Giving
--Knits Holiday Gifts *Editors Available for Interview--*

Loveland, Colo., October 11, 2006: Interweave Press, one of the country's leading craft-enthusiast media companies, announced today a new special interest publication, *Knits Holiday Gifts*, on newsstands October 17 for \$7.99. This special issue features a wide range of projects to make for family and friends, plus ideas on embellishing ready-made items. Other special features include: a shopping guide to gifts for your favorite knitter, great knitterly gift wrapping ideas, and gifts that keep giving.

Pam Allen—editor of *Interweave Knits* and author and co-author of two best-selling books, *Scarf Style* and *Wrap Style*—said that *Knits Holiday Gifts* was created to address the millions of stitchers who pick up their needles each year to make gifts around the holidays.

According to the Craft and Hobby Association, 16.4 million U.S. households are “stitch and gifters” and participate in needlework (crocheting, stitching, and knitting) to create gifts, spending on average \$4.2 billion annually on crafting materials.* Additionally, according to Knitter's Review, 48 percent of all knitters make gifts for family and friends in December, with the most popular gift being bulky scarves (54%).**

"We believe that *Knits Holiday Gifts* will fill the need that so many knitters have for simple, stylish do-it-yourself gifts that will be worn and loved by their recipient—not stuffed in a drawer or in the back of the closet never to be seen again," said Allen.

Knits Holiday Gifts is packed with more than 25 patterns by some of the most respected designers in the country—including Leigh Radford, Nicky Epstein, Ann Budd, and Doris Chan—and shows off a wide array of gifts. Many can be made in 10 hours or less and the quickest include sachets, mittens, and hats. For children there are funky and fabulous knitted “Ooh La Loopy Hats” or vintage-style teddy bears, which are destined to become favorite toys and family heirlooms.

Among the other patterns in the issue are classic gifts like slippers and scarves for the entire family, four unique patterns for seasonal stockings, plus stand-out options like a floral felted handbag, an afghan inspired by a gothic English cathedral, and knitted and felted pears for tree or table ornaments.

In addition, the premiere issue features the Knits' Picks guide to 11 great gifts for the knitters on your shopping list, ideas for using stitching and embellishment to jazz up a simply knitted project in a flash, and a tutorial on Fair Isle Knitting.

Knits Holiday Gifts is an inspired celebration of the holiday season for all knitters who want to infuse their holiday gift-giving with their own handiwork.

About Interweave Press LLC

Interweave Press, a unit of Aspire Media, is one of the nation's leading media companies with businesses centering on magazine and book publishing, interactive media, and events for craft enthusiasts. The Interweave Press Publishing Group features 10 subscription magazines and about 9 special interest publications. Interweave Press has more than 200 books in print and annually publishes about 25 best-selling, how-to craft books on the same subjects as the company's magazines. Additionally, Interweave Press operates 8 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.

Sources:

*Craft & Hobby Association "2005 Attitude & Usage Study: Crafts Industry" Proprietary Research from Ipsos-Insight, 2006. Web: www.craftandhobby.org

**Knitter's Review online polls, "The Anatomy of the Knitter, As Revealed in the KR Polls," 2005. Web: <http://knittersreview.com/goto.asp?goto=PollOV>