



***Interweave Knits* Announces Readers' Choice Awards**

Readers' Favorite Designs from the Magazine's First 10 Years Will Be Published in a Free eBook, *The Best of Interweave Knits: The Readers' Choice Awards Collection*

Loveland, Colo, October 9, 2007: To celebrate the 10th anniversary of *Interweave Knits*, the editors picked their favorite designs and published them in a new book, *The Best of Interweave Knits: Our Favorite Designs from the First 10 Years* (Interweave Press, \$24.95, available in bookstores and craft shops nationwide). Now it's readers' turn to tell the editors their favorites.

Readers are invited to nominate their all-time favorite pattern from *Interweave Knits* online at: www.bestofknits.com. Designs must have been published in *Interweave Knits* magazine between Spring 1997 and Spring 2007, excluding patterns published in the new book (view the table of contents online at www.bestofknits.com).

"A good knitting design should exhibit great construction and be wearable for seasons to come. I can't wait to see what designs rise to the top as our readers' personal favorites," said Eunny Jang, editor of *Interweave Knits*.

The nominating process opens today and continues through December 15, 2007. There will be a vote-off of the top 10 nominated patterns in January 2008 on KnittingDaily.com, and the top five patterns to receive the most votes will be published in a free eBook titled *The Best of Interweave Knits: The Readers' Choice Awards Collection*. The eBook will be available exclusively on KnittingDaily.com for a limited time in Spring 2008 as the editors' gift to their loyal readers.

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About *The Best of Interweave Knits: Our Favorite Designs from the First 10 Years*

The Best of Interweave Knits by Ann Budd, with an introduction by former *Interweave Knits* Editor Pam Allen, showcases 25 stylish designs that stand the test of time—scarves, stoles, cardigans, pullovers, vests, jackets, tops, and even a couple of terrific totes. These favorite projects represent the creative work of more than 20 notable designers including Véronik Avery, Debbie Bliss, Norah Gaughan, Kate Gilbert, Faina Letoutchaia, Marta McCall, Charlotte Morris, Kristin Nicholas, Leigh Radford, and many more. This must-have pattern collection also includes a dozen favorite articles derived from the popular Beyond the Basics column, a great reference tool. (Interweave Press, \$24.95, ISBN 978-1-59668-033-3, Paperbound, 8½ x 10¼, 160 pages, 100 photographs, 30 illustrations, 30 charts)

About *Interweave Knits*

Interweave Knits is a quarterly magazine for knitters who value elegant knitwear and find inspiration in creating their own style. Each issue features original designer patterns for garments and home décor that captivate the creative spirit, plus enlightening explorations of knitting around the world, in-depth technical articles, and the latest knitting news. Projects range from introductory to challenging and from traditional to cutting-edge, with a full range of sizing. *Interweave Knits* celebrates the heart, mind, and hands with style.

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 15 subscription magazines and many more special interest publications. Interweave Press has more than 250 books in print and annually publishes about 40 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.

About Aspire Media LLC

Aspire Media is a multiplatform enthusiast media company and an acquirer and operator of consumer enthusiast media. Aspire was founded by Clay B. Hall, an experienced publishing professional and former owner-operator of enthusiast magazines, with the backing of private equity firms Frontenac Company (www.frontenac.com) and Catalyst Investors (www.catalystinvestors.com). Aspire is actively pursuing acquisitions of enthusiast media companies that impart "how-to," "where-to," and "when-to" information to participants involved in crafts, hobbies, and certain other special interests. For more information on Aspire Media, please visit www.aspire-media.com or call (970) 613-6628.

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