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For Immediate Release

INTERWEAVE PRESS TO INCREASE FREQUENCY OF INTERWEAVE CROCHET MAGAZINE

*New spring 2006 issue features the best of crocheted lace—
this season's hottest fashion trend*

Loveland, Colo., March 31, 2006: Interweave Press, the publisher of such recognized craft-enthusiast magazines as *Interweave Knits*, *Spin•Off*, and *Beadwork*, announced today that it will increase the frequency of special interest publication *Interweave Crochet* to twice a year beginning with the spring 2006 issue. The spring 2006 issue hits newsstands and craft retailers nationwide April 1–July 3, with a \$7.99 cover price.

“There was a void for a magazine about stylish crochet using great yarns. Given the first two issues’ success on the newsstands and new research on the mass reach of crochet, we knew we had a successful model,” said Marilyn Murphy, the magazine’s publisher.

Incredibly, crocheting is the second most popular craft in the country, with 12% of all households nationwide participating in the craft, according to the Craft & Hobby Association 2005 Attitude & Usage Study. The latest numbers from Craft Yarn Council of America’s (CYCA) 2004 Consumer Tracking Study indicate that 28% of American women—41 million—know how to crochet.

Even as a special interest publication, *Interweave Crochet* 2004 and 2005 outsold other crochet-related titles on the newsstand, including established titles, in the first three months of sales. Nearly 100% of the 1,000 local yarn shops that carry *Interweave Knits* chose to sell *Interweave Crochet*. These shops reported a 96% sell-through rate of the 2005 issue and a 95% sell-through rate of the 2004 issue.

The first two issues of *Interweave Crochet* were welcomed with rave reviews, loved by crochet enthusiasts, and inspired those normally turned off by the craft. For so long crochet was viewed as old, frumpy, and unfashionable, but *Interweave Crochet* has helped break the stereotype.

LACE CROCHET IS HOT

Judith L. Swartz, editor of *Interweave Crochet*, says that lace, one of spring’s hottest fashion trends, is the number one thing that crochet does well. “We’re reviving lace heirlooms and updating them for the 21st century. My crusade is to show how elegant crochet can be, and lace is a great starting point for even beginning crocheters.”

Interweave Crochet spring 2006 marks the magazine’s first issue with spring and summer wearables and is packed with more than 25 fresh patterns by some of the most respected crochet designers in the country, including several designs exhibiting the creative possibilities of lace crochet:

- Jennifer Hansen’s hairpin lace skirt and wrap, which reinterpret an old technique into up-to-the-minute fashion;
- Annie Modesitt’s “Lacy Leaf Cocoon” jacket, with narrow sleeves that have amazing stretch and sweet ruffles that carry out the feminine vintage theme;
- Sandi Wiseheart’s graceful linen capelet (cover project), with its magical drape and charm;
- Elissa Sugishita’s crocheted lace ruffles embellishing the sleeves of her feminine knit tank;
- And seven other gorgeous lace designs, from a sexy bedroom-to-boardroom camisole to a classic clean-lined lace pullover.

"Lace is perfect for summer, when a heavier garment just won't do. All of the projects in this issue are geared to maximize the look of a summer wardrobe with a minimum of time commitment, compatible with summer's on-the-go lifestyle," says Swartz.

"We also have included many smaller projects—numerous tote bags, scarves, belts, and even clever beach sandals—so there's no reason why crocheters can't pull out their hooks at the park or beach in warmer weather and enjoy their craft year-round."

Trunk Show Engagements: The beautiful handmade garments and accessories featured in *Interweave Crochet* Spring 2006 are even more impressive when viewed in person. To satisfy our readers' desire for an up close and personal experience, selected pieces from the magazine will travel to 14 yarn shops across the country between April and July 2006.

Trunk show #1

April 24 – May 1, 2006
Bumblebee Yarns
130 N Main St
Mansfield, OH 44902
(419) 525-1110

May 8-15, 2006
Lakeside Fibers
402 W Lakeside St
Madison, WI 53715
(608) 257-2999

May 22-29, 2006
Fibergé Ltd
702 Indian Hill Rd
Terrace Park, OH 45174
(513) 831-9276

June 5-12, 2006
Fiberwood Studio
2709 N 92nd St
Milwaukee, WI 53222
(414) 302-1849

June 19-26, 2006
Soft 'N Sassy
8047 Broadview Rd
Broadview Heights, OH 44147
(440) 746-9650

July 3-10, 2006
Yarns in the Farms
641 Hale Street
Beverly Farms, MA 01915
(978) 927-2071

July 17-24, 2006
All That Yarn
2141 Fountain Square
Snellville, GA 30078
(770) 736-6400

Trunk show #2

April 24 – May 1, 2006
Article Pract
5010 Telegraph Ave
Oakland, CA 94609
(510) 595-7875

May 8-15, 2006
Lint
1700 NW Marshall
Portland, OR 97209
(503) 226-8500

May 22-29, 2006
Idea Studio
515 S La Grange Rd
La Grange, IL 60525
(708) 352-1789

June 5-12, 2006
Knitty City
208 West 79th St
New York, NY 10024
(212) 724-9596

June 19-26, 2006
My Sister's Knits
9907 S Walden Pkwy
Chicago, IL 60643
(773) 238-4555

July 3-10, 2006
Knit 1 Bead 2
301 Main St
Jerome, AZ 86331
(928) 634-7236

July 17-24, 2006
Two Be Weavers
806 N Main St
Salem, IN 47167
(812) 883-5162



About Interweave Crochet: *Interweave Crochet* is a biannual magazine devoted to the creative possibilities of crochet. For crocheters, knitters, and new crafters exploring the hook for the first time, there's something for all skill levels, all occasions, and all personalities, with designs ranging from clothing and accessories to home décor.

Website: www.interweavecrochet.com

About Interweave Press: In business since 1975, Interweave Press publishes magazines and books related to fiber, thread, needlework, and beads. Throughout Interweave's evolution, its publications have focused on natural materials and processes, a respect for doing, and an appreciation of the fine, simple things in life. Interweave publishes six magazines including *Beadwork*, *Handwoven*, *Interweave Knits*, *PieceWork*, *Spin-Off*, and *Fiberarts*. Interweave is dedicated to creating a resource for its readers to find the best information in their field of interest, the latest news, the best products, the newest techniques, and the history behind the techniques.

Website: www.interweave.com

Additional resources to learn about crochet:

The Crocheter's Companion by Nancy Brown (Interweave Press, 2002). This pocket-sized, spiral-bound reference is an indispensable resource for serious and beginner crocheters alike.

Hip to Crochet by Judith L. Swartz, editor of *Interweave Crochet* (Interweave Press, 2004), offers 23 contemporary projects for today's crocheter.

Coming soon:

Getting Started Crochet by Judith Swartz (Interweave Press, July 2006). Designed for the total beginner, this book is written by the editor of *Interweave Crochet*.

Couture Crochet Workshop by Lily Chin (Interweave Press, October 2006). Lily Chin, designer extraordinaire, shares her secrets for creating crochet fashion with style and finesse.

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