



Calling All Crafters: Design a Pincushion and You Could Win \$500!

PieceWork Magazine Presents
The Excellence in Needle Arts Awards 2008—Pincushions

Loveland, Colo., September 14, 2007: The semiannual Excellence in Needle Arts Awards, presented by Interweave Press's *PieceWork* magazine, announced today an exciting new theme for next year's awards: the pincushion. Pincushions have become a huge phenomenon and are experiencing resurgence in crafting circles because they are the perfect vehicle to showcase creative design ideas and innovative needle-arts techniques. From imaginative and playful to downright wacky, pincushions are great projects for crafters of all experience levels and techniques, and are especially popular because of their small size and portability.

In today's craft world, the pincushion represents the historical aspects of needle arts, which is the focus of *PieceWork* magazine.

"The pincushion is the perfect needle-arts project to encompass great work and little time," says *PieceWork* Editor Jeane Hutchins. "We want all great needle workers out there to consider entering this contest. The pincushion is a great way to show off your artistic talents without having to break your budget or consider huge time constraints."

Pincushion entries must incorporate at least one of the following techniques: cross-stitch, needlepoint, crochet, knitting, lacemaking, tatting, quilting, or embroidery. *PieceWork* is also excited to announce a new category: "Next Generation Embroider," which is open to stitchers who are between the ages of 15 and 25; entries in this category must incorporate embroidery.

The Excellence in Needle Arts grand-prize recipient, which will be awarded to the pincushion entry that best shows originality and needle-arts mastery, will receive \$500 cash from The National Needle Arts Association (TNNA), the grand-prize sponsor, as well as have his/her work displayed at the June TNNA trade show in Columbus, Ohio.

Sponsorship of the Excellence in Needle Arts Awards is at an all-time high with this year's event. Sponsors of first-place recipients include: The Caron Collection, embroidery; DMC, cross-stitch; Plymouth Yarn Company Inc., knitting/crochet; Presencia Hilaturas USA, tatting/lacemaking; *Quilting Arts* magazine, quilting; Zweigart, needlepoint; and first-time sponsor Sublime Stitching, Next Generation Embroiderer. Each first-place winner of each category will receive \$200 worth of product from the category's sponsor. First-place winning pincushions will also be at display at the June TNNA trade show in Columbus, Ohio.

The Excellence in Needle Arts Awards is open to all United States citizens, with international exceptions granted, by calling (970) 613-4638. For more information, rules, and entry forms, please visit pieceworkmagazine.com. Entries must be received by March 1, 2008.

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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 200 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 interweave.com or call (970) 669-7672.

SOURCE: INTERWEAVE PRESS LLC

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