



## Interweave Announces the Locations of Four 2010 Bead Fest Events

### New Bead Fest Texas added to 2010 schedule for October 1-3

Loveland, Colo., March 18, 2010: Interweave, one of the country's leading arts and craft media companies and producer of the annual Bead Fest events for bead and jewelry making enthusiasts, has announced its 2010 consumer shows in the United States. This year Bead Fest will host four events: Bead Fest Santa Fe, Bead Fest-Wire, Bead Fest Philadelphia, and the newest show in the Bead Fest schedule, Bead Fest Texas. The dates and locations for the 2010 events are:

**Bead Fest Santa Fe in New Mexico, March 18-21, 2010** at the Santa Fe Community & Convention Center and The La Fonda Santa Fe.

**Bead Fest–Wire in King of Prussia, Pa., April 9-11, 2010** at the Valley Forge Convention Center. Classes and supplies focusing on making wire jewelry will be a highlight of this event.

**Bead Fest Philadelphia, the East Coast's largest bead show, August 20-22, 2010** in King of Prussia, Pa., at the Valley Forge Convention Center, with workshops **August 18-22, 2010**.

**Bead Fest Texas, October 1-3, 2010** in Arlington, Texas, at the Arlington Convention Center. This is the first time Bead Fest has held an event in Texas.

Each Bead Fest offers opportunities for consumers to shop for bead supplies at the Bead Bazaar, where vendors from around the world will be selling everything the DIY crafter needs to create one-of-a-kind jewelry. Not into crafting but just love jewelry? For those who don't want to go the DIY route, there will be designers selling finished jewelry, art and glassworks at every Bead Fest.

Bead Fests also feature several days of beading and jewelry-making workshops taught by nationally acclaimed instructors. Classes and teachers vary at every show, but some of the techniques taught include: bead crocheting, bead stitching, bead stringing, jewelry business, chain maille, clay, designing 101, kiln fusing, lampworking, metal clay, metalsmithing, wire and beads, wire and metal, wire knitting, wire weaving, wire wrapping, and more.

Registration for classes is available online in advance of the shows and on location at <http://www.BeadFest.com>

Bead Fest attendees also get the chance to meet popular authors and personalities in the field along with the editors of Interweave's beading and jewelry making print and online magazines.

Bead Fest is sponsored by Interweave, one of the country's leading arts and craft media companies, and publisher of *Beadwork*, *Stringing*, *Step by Step Wire Jewelry*, and *Lapidary Journal Jewelry Artist*.

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“Interweave’s Bead Fest events are full of energy and creative minds—integrating beads, jewelry and mixed media into several days of special events, workshops, and shopping opportunities. The excitement and anticipation is extremely high among vendors, teachers, and attendees,” says Sara Dumford, Interweave’s Vice President of Events.

Vendors interested in exhibiting at the shows should contact Tammy Yelton-Boone, Event Sales Representative, toll free: (800) 272-2193 ext. 422 or (970) 776-1422.

## Websites

[www.BeadFest.com](http://www.BeadFest.com)  
[www.BeadFest.com](http://www.BeadFest.com)  
[www.BeadFest.com](http://www.BeadFest.com)

Free coupon for \$2 off admission: [http://www.beadfest.com/beadfest/bfw\\_coupon.cfm](http://www.beadfest.com/beadfest/bfw_coupon.cfm)

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## 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 16 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. Additionally, Interweave produces several major events for fiber and bead, gem, and jewelry making enthusiasts and has an extensive Internet network of more than 30 websites and daily e-mail newsletters. Interweave is the proud sponsor of three craft television series airing on PBS: *Quilting Arts TV*, a fresh, contemporary quilting program, *Beads, Baubles, & Jewels*, public television’s only how-to program for beading and jewelry making enthusiasts, and public television’s newest show for knitting and crochet enthusiasts, *Knitting Daily TV*.

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 150 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](http://www.interweave.com) or call (970) 669-7672.

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