



For Immediate Release
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I Love Yarn Day: October 11, 2013 ***Yarn Lovers Share Their Fiber Passion and Fashion***

Whether you knit, crochet, craft, spin, weave or just adore fiber, the second Friday in October is the national day to declare your LOVE for yarn. This day is all about spreading that good feeling people have about yarn and yarn-related crafts. Knit it, crochet it, spin it, weave it, wear it, post it, tweet it, carry it, share it, give it, or bomb it!

“The idea for this celebration started last year,” says Mary Colucci, Executive Director of the Craft Yarn Council, an industry association. “Response to the ILoveYarnDay.org web site and the Facebook page was amazing. Thousands of yarn enthusiasts posted their plans. There was Girl Scout Cadette Troop #6141 in LaMesa, CA, that celebrated the day making “teenie beanie” for preemies at their local hospital. Ben Franklin Crafts and Frames in Redmond, WA, invited customers to the I Love Yarn NIGHT. The store stayed open until midnight and customers yarn bombed the store. Among the other comments posted were:

- I took my yarn to work today
- Our group is planning to give away 500 knitted and crocheted heart pins with a tag that says: knit it, crochet it, spin it, WEAR IT
- I yarn bombed my front yard
- I taught someone to knit
- My co-workers and I got together for a pizza party and then enjoyed knitting before going back to work

The web site offers lots of fun, easy-to-do projects from many of the industry’s leading designers. Many projects can be completed in a day and worn on the 11th.

Since so many participants last year devoted the day to making charitable gifts, this year I Love Yarn Day is also teaming up with Warm Up America, an industry charity. Plus, there will be caps, tee shirts, mugs and totes imprinted with the I Love Yarn Day logo available.

The idea for I Love Yarn Day started with a group of people (yarn enthusiasts of course) who were sitting around a table one day and mused: “What if all of us, and all of the people we know, agree to post, blog, tweet and show off yarns in some way on the same day? Imagine the impact this demonstration would have, virally and otherwise.

For more details and updates, visit: <http://www.ILoveYarnDay.org> or e-mail: info@ILoveYarnDay.com with what you plan to do on October 11th.

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