

FOR IMMEDIATE RELEASE

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**STITCH IT FORWARD: CALLING ALL YARN LOVERS TO PASS ON THEIR PASSION
& INSPIRE NEWBIES FOR FIFTH ANNUAL I LOVE YARN DAY**



Carrollton, TX (July 1, 2015) — I LOVE YARN DAY will turn five on Saturday, October 17th and this year’s industry-wide celebration is all about “paying it forward,” with yarn of course.

Fiber fans around the world are encouraged to share their affection for yarn and “stitch it forward” by teaching at least one newbie to yarn-craft and experience its feel good benefits. Whether people prefer to knit it, crochet it, spin it, weave it or bomb it, the goal is for every yarn-crafter to share their know-how with

someone new on October 17th. And then post it, tweet it, pin it and share it on social media with the hashtags #stitchitforward and #ilyd2015 to celebrate and motivate others to join in the fun!

“Most people can think back and remember that one person who taught them their first stitch or helped them complete their first project and how learning made them feel,” said Co-Executive Director of the Craft Yarn Council, Mary Colucci. “We want to encourage people to reminisce about that joyful moment when yarn-crafting “clicked” for them and pass that feeling along to someone else who could benefit from it – a win-win for all involved.”

There are many ways one can “stitch it forward” for I LOVE YARN DAY 2015. For inspiration, including the official celebration countdown and ideas and tips for teaching others how to knit and crochet, free patterns, yarn party ideas, contests with fiber-fabulous prizes, giveaways and more, people are encouraged to visit I LOVE YARN DAY 2015’s website at www.iloveyarnday.com and social media pages including [Facebook](#), [Instagram](#), [Twitter](#) and [Pinterest](#) regularly.

“People don’t have to be experts to be able to participate,” said Colucci. “This celebration is for everyone in the industry who experiences the feel-good facets of yarn – from individual yarn-crafters and yarn shops to designers and manufactures and more – to enjoy. All that’s required is a passion for yarn and a desire to have fun.”

Speaking of the feel-good aspect of yarn, it may motivate yarn crafters to know that practicing such skills could very well be benefiting their health. In addition to the plethora of studies and recent [news articles](#) revealing the positive affects yarn-crafting can have on one’s health, the Craft Yarn Council received some inspiring feedback from knitters and crocheters surveyed in a research review conducted in late 2014. Ninety-three percent of subjects reported the crafts gave them a feeling of accomplishment; 85% credited them for stress reduction and 68% praised the crafts’ powers to improve their mood. These results are just a few of [many](#) continuing to highlight the feel-good quality that comes from yarn crafting. All the more reason to “stitch it forward!”

For more details and updates about I LOVE YARN DAY 2015 visit www.iloveyarnday.com. For additional questions and/or to share how you plan to “stitch it forward” email info@iloveyarnday.com or post directly to www.craftyarnCouncil.com/i-love-yarn-day-plans.

I LOVE YARN DAY RESOURCES – FIND, FOLLOW AND POST

Website: www.iloveyarnday.com

Pinterest: www.pinterest.com/iloveyarnday

Facebook: www.facebook.com/iloveyarnday

Twitter: @ILoveYarnDay www.twitter.com/iloveyarnday

Instagram: @ILoveYarnDay_
www.instagram.com/iloveyarnday

Hashtags: #stitchitforward #ilyd2015

About I LOVE YARN DAY

I LOVE YARN DAY is a collaborative effort of the Craft Yarn Council, a non-profit made up of the leading yarn companies, accessory manufacturers, publishers and consultants in the yarn industry including: Annie’s Publishing; Boye/Simplicity Creative Group; Clover Needlecraft; Creative Partners; Creativebug; Interweave Press/FW; Leisure Arts; Lion Brand Yarn; Prime Publishing; Red Heart Yarns; Spinrite; TNNA; TMA Yarns; and Soho Publishing. For more than 30 years the Council has sponsored a wide range of promotional and educational programs, including its highly acclaimed Certified Instructors Program, Discover Knit and Crochet classes and its popular and ever-growing annual I LOVE YARN DAY event.

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