



September 30, 2012

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This edition of *Jenny's Notes* covers Discover Sponsors, I Love Yarn Day, Open House results and a few other things.

[I Love Yarn Day](#)



Whether you knit, crochet, craft or just adore fiber, [October 12th](#) is the day to affirm your passion for yarn.

Update on Discover Sponsors



If you haven't already had a chance, we would love for you to check out our [Discover Sponsors](#). These are CYC member companies that want to share important free patterns and special offers, along with helpful product news with Discover instructors.

In one of our past newsletters, we featured the [Boye](#) and [Leisure Arts](#) pages. For those of you that missed that newsletter, be sure to check out those two pages for more details and don't forget to request your free Knook from [Leisure Arts](#).

[Annie's](#) and [Clover](#) are two new additions to the Sponsor's page.

Annie's is offering some wonderful gifts to Discover instructors. [Visit their page](#) for more details on how to get \$10 off any one of Annie's online classes, get a



free one-year magazine subscription and get \$15 off any purchase at [Anniescatalog.com](#).



[Clover's page](#) has more information about the company and its products and

Michaels will promote this day on their website on October 12th. **Feel free to work with your store manager to see if you can promote this day in your store!** Find [artwork](#) on CYC's website and don't forget to tell others what you have planned on the [Discover Instructor Facebook page](#).

Jenny Bessonette
Director of Discover Classes

Fair Isle Headband Update

If you have not received your Fair Isle kit yet, you can find the [pattern and teaching guide on our website](#).



Great Idea!



you will also find some great, free project sheets.

I Love Yarn Day, October 12th What are your plans?

Discover instructor, Anita Darras from Pasadena, TX, persuaded her store manager to have a yarn giveaway (an hourly drawing will net the winner a skein of yarn.) In addition, they will have a drawing for a yarn-stormed end table Anita is in the process of creating. She's also planning to spend the day in the store doing demos and giving away crocheted rose pins.

Contest!! To add another layer of fun to the October 12th celebration, Craft Yarn Council members are sponsoring: **Show Your Love of Yarn photo contest on Facebook, Twitter, and Instagram.** The contest is open to anyone in the United States who loves yarn: crocheters, knitters, spinners, weavers, and general yarn crafters. Photos should depict the entrant's passion for yarn. [Click her to visit the official page for the contest on Facebook.](#)



The Grand Prize winner will be selected from the top ten photos with the most number of votes to receive a year's worth of yarn-365 skeins in all, one for every day of the year, from Grand Prize sponsors Bernat, Patons

and Caron Yarns; Lion Brand Yarn; and Red Heart Yarns. The ten photos that receive the most votes on Facebook will be awarded runners-up prizes of an I Love Yarn Day tote bag containing a yarn-lovers' collection of prizes from other Council members (retail value over \$300).

This is an opportunity for Discover instructors, who we know LOVE yarn, to win some great prizes, and to involve their students as well. Encourage your students to snap a photo with their cell phone and upload it to Facebook, Twitter or Instagram. Photos might depict an entrant's yarn stash, a yarn bombing the entrant has done, or be some other creative expression of one's love of yarn. If you plan to attend CYC Stitches East in Hartford, CT, which opens on October 12th, stop by the Warm Up America booth and have your photo taken with some fun yarn props.

Shannon Gittermann, knit and crochet instructor in Memphis, TN, created these buttons for Michaels employees to wear to promote her classes. They say: "Ask me about knitting and crochet classes!" and "Learn to knit and/or crochet for \$25 a class."

Quick Links...

[Craft Yarn Council](#)

[I Love Yarn Day](#)

[Discover Classes](#)

[Warm Up America](#)

[Blankets for Canada](#)

[Discover Instructor Forum](#)

[Discover Instructor Facebook Group](#)

September Open House Results

We had over 4,000 students sign up during the most recent Open House. Great job promoting the event and getting all of those signups! The following stores and instructors were the top in their Zone and received a prize from one of CYC's member companies. Congratulations!

- 1) Store 4811 - Wayne, NJ
Susan Leibowitz - Knit Instructor
Rosemary Garrison - Crochet Instructor
- 2) Store 3983 - Toronto/Downsview
Jacqui Slapcoff - Knit & Crochet Instructor
- 3) Store 5815 - Savannah, GA
Sharon Jacoby - Knit & Crochet Instructor
- 4) Store 2023 - Conroe, TX
Lauren Combs - Knit Instructor
Debra Fischer - Crochet Instructor
- 5) Store 1077 - Hampton, VA
Kathy Cawthon - Knit Instructor
Maureen Miller - Crochet Instructor
- 6) Store 9963 - Goleta, CA
Alice Levine - Knit & Crochet Instructor
- 7) Store 7807 - Brownsville, TX
Graciela Logan - Knit & Crochet Instructor

What your students are saying...

Enjoyed relearning how to crochet. Sara-Louise was an excellent teacher. -*Sarah Louise Warren's student in Dubuque, IA*

Maria is so helpful. Never thought I could read a crochet pattern - I can! Yaay!! -*Maria Guicela Castro's student in Riverside, CA*

Every time I come to this class I learn something new and have made a bunch of new friends. -*Mary Bloodgood's student in Pembroke Pines, FL*

Great class, great instructor. Looking forward to the next one. -*Fran Gilson's student in Hiram, GA*

Excellent instruction, very patient and helpful hands-on instruction. -*Fiona Barleggs' student in Irving, TX*