



October 2013

In This Issue

WUA / WUC
ILYD



This edition of **Jenny's Notes** covers important Warm Up America and Warm Up Canada information.

Please feel free to contact me anytime with questions or concerns.

Thank you!

Jenny Bessonette
Director of Discover
Classes

Warm Up America and Warm Up Canada at Michaels

Demo Dates:

Warm Up America in US stores: **November 16, 1pm-3pm**

Warm Up Canada in Canada stores: **November 9, 1pm-3pm**



Warm Up America Background:

Warm Up America! started in 1991 in a small Wisconsin town with neighbors knitting and crocheting afghans for neighbors in need. Thanks to the creativity of founder Evie Rosen who came up with the idea of having volunteers knit or crochet small sections and then others join them together, the idea quickly caught on. Today Warm Up America! distributes warm

afghans, caps and other items to tens of thousands of people, thanks to the generosity of knitters and crocheters around the country.

Warm Up Canada Background:

We are delighted to announce that Warm Up Canada! and Rechauffons le Canada! will be officially introduced this fall in Michaels stores across Canada. Like its sister organization in the U.S., Warm Up Canada! and Rechauffons





Patricia Bolton, Discover Instructor in UT, made this "family of pumpkins" to promote ILYD and to put at the registers for the month of October to promote her classes. So cute!

Quick Links...

[Craft Yarn Council](#)

[I Love Yarn Day](#)

[Discover Classes](#)

[Warm Up America](#)

[Discover Instructor Forum](#)

[Discover Classes in French](#)



le Canada! is working with **Canada!** Michaels stores to rally knitters and crocheters across the provinces to provide afghans for people in need. Michaels stores will serve as the national drop off point for the afghans and afghan sections.

More details:

There will be a **yarn endcap that sets on 10/25** in most stores that will include a plexi-glass sign advertising Warm Up America and Warm Up Canada, along with a basket where knitters and crocheters can drop off their finished sections.

During the demo event in November, you will demonstrate how to create a 7x9" WUA/WUC section. **You will also promote the joining party, which will be held on the following dates:**

Canada Stores: January 18, 2014, 1pm-4pm

US Stores: January 25, 2014, 1pm-4pm

Please work with your Store Manager to get all details in the Peak Season Playbook.



Maureen Miller, Discover instructor in VA, made these adorable Lion Brand Bon Bon earrings for Michaels' associates to wear to promote the September Open House, Lion Brand's birthday party, I Love Yarn Day and her classes. The earrings have been a big hit amongst the associates at her store and they have been enjoying promoting Maureen's crochet

classes!



Discover instructors responded enthusiastically to Craft Yarn Council's offer for I Love Yarn Day (ILYD) postcards. Several instructors posted their plans at the ILYD web site and on Facebook. One was Linda Rector from the Michaels store in Madison, WI (Lien Rd.) who was planning a "Stitch with Michaels Night" on the 11th. Now we are anxious to hear from you about what you planned and we'd love pictures too. Send them to Jenny: jennyb@craftyarncouncil.com



This was the third year that the industry promoted ILYD and interest is growing. We hope Dallas-area instructors saw Discover Director Jenny Bessonette on *Good Morning Texas* (pictured above), an ABC affiliate. Jenny, with the help of the Crochet Texas guild, yarn bombed chairs on the set of the show and talked about the fun of knitting and crochet. The NBC affiliate in Charlotte covered an ILYD event at Red Heart Yarn and on the West Coast, Future US, publishers of *Crochet Today*, organized a "yarn mob" in Union Square in downtown San Francisco which attracted yarn enthusiasts of all ages from the Bay Area and was covered by the CBS evening news.