



# I LOVE YARN DAY 2015

## *Stitch it Forward*

**When:** Saturday, October 17, 2015

**Who:** Industry Bloggers

**Where:** Your Blog

Spreading the good feeling people get from yarn and yarn-related crafts is what I Love Yarn Day (ILYD) is all about. And what better way for knitters and crocheters to spread that joy and pass on their love of the crafts than to “stitch it forward” and teach others?

On Saturday, October 17th, through its social media platforms, the Craft Yarn Council will be encouraging knitters and crocheters around the world to ***Stitch It Forward*** by inspiring them to teach at least one other person how to knit or crochet and spread the joy of these crafts.

### **Get Involved on ILYD:**

1. Visit ILYD on Social Media: Check out the [ILYD Facebook](#), [Instagram](#), [Twitter](#) and [Pinterest](#) pages to join in the official countdown to ILYD and find ideas for how to #StitchItForward including fun ways to celebrate yarn, tips for teaching others how to knit and crochet, free patterns, giveaways and more!

2. Enter our I Love Yarn Day contest on Instagram! The most creative and fun photos representing how to #stitchitforward will win yarn and book prizes. Make sure you use the #ILYD2015 and #stitchitforward hashtags on your photos. Contest runs 9/8/15 - 10/24/15. Check out the rules at the [ILYD website](#).

Contest Categories:

- The most people taught in a photo
- The youngest person taught
- The oldest person taught
- The biggest Stitch It Forward Failure
- The funniest location for teaching

3. Promote CYC's I Love Yarn Day video contest on Facebook and YouTube! The most creative video will have the chance to win yarn, accessories, books, and online class subscriptions!

Entry details:

1. Subscribe to the [Craft Yarn Council YouTube Channel](#) and follow the ILYD Facebook.
2. Upload a video, two minutes max, on Facebook or YouTube sharing your passion for yarn and what gets you excited about I Love Yarn Day! You must include the words *I Love Yarn Day 2015 Video Contest* in the description.
3. Videos posted on Facebook must include the hashtags #stitchitforward and #ILYD2015.
4. Videos will be judged based on creativity. There will be one Grand prize winner and 2 runners up.

The contest runs 9/09/15 - 10/24/15. Check out the rules at the [ILYD website](#).



4. Create a pattern that is ideal for teaching a child, friend, or family member how to knit or crochet. Capture photos of you teaching your yarn craft as you #stitchitforward and share your love of knitting/crochet with the people you love. Be sure to post on your blog!

5. Share a story of how you learned to knit/crochet. Who taught you? How old were you? What was your first project?

6. Film a short video of why you love yarn and share it on YouTube, Instagram, and Facebook.

**Here's what the Craft Yarn Council will provide:**

1. Beginner knit and crochet project ideas to Stitch It Forward
2. I Love Yarn Day and Stitch it Forward logos
3. Suggested copy and social media hashtags
4. General press release

