

**FOR IMMEDIATE RELEASE**

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



**Carrollton, TX** (July 27, 2016) — The sixth annual I LOVE YARN DAY will take place Saturday, October 15<sup>th</sup> and to celebrate the yarn industry will come together for another year of “stitching it forward” and spreading the love of yarn world-wide.

Fiber fans across the globe 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 and love of yarn with someone

new on October 15<sup>th</sup>. And then post it, tweet it, pin it and share it on social media with the hashtags #StitchItForward and #iloveyarnDay to celebrate and motivate others to join in the fun!

“Most people remember that one person who taught them their first stitch or helped them complete their first project and how learning to knit or crochet made them feel,” said Craft Yarn Council Executive Director Jenny Bessonette. “We want to encourage people to reminisce about that and pass along the joys of learning to someone else.”

There are many ways one can *stitch it forward* for I LOVE YARN DAY 2016. 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, and more, people are encouraged to visit

I LOVE YARN DAY 2016's website at [www.iloveyarnday.com](http://www.iloveyarnday.com) and social media pages including [Facebook](#), [Instagram](#), [Twitter](#) and [Pinterest](#) regularly.

“People don’t have to be experts to participate,” said Bessonette. “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, 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 it 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 2016 visit [www.iloveyarnday.com](http://www.iloveyarnday.com). For additional questions and/or to share how you plan to *stitch it forward* email [info@iloveyarnday.com](mailto:info@iloveyarnday.com) or post directly to [www.craftyarnCouncil.com/i-love-yarn-day-plans](http://www.craftyarnCouncil.com/i-love-yarn-day-plans).

### I LOVE YARN DAY RESOURCES – FIND, FOLLOW AND POST

**Website:** [www.iloveyarnday.com](http://www.iloveyarnday.com)

**Pinterest:** [www.pinterest.com/iloveyarnday](http://www.pinterest.com/iloveyarnday)

**Facebook:** [www.facebook.com/iloveyarnday](http://www.facebook.com/iloveyarnday)

**Twitter:** @ILoveYarnDay [www.twitter.com/iloveyarnday](http://www.twitter.com/iloveyarnday)

**Instagram:** @ILoveYarnDay\_  
[www.instagram.com/iloveyarnday](http://www.instagram.com/iloveyarnday)

**Hashtags:** #StitchItForward #iloveyarnday

### **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 and TMA Yarns. 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.