

Stitch it Forward
October 14th 2017

I LOVE YARN DAY

When: Saturday, October 14, 2017

Where: Your Store & Social Media Networks

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 fun and joy and pass on their love of the crafts than to *stitch it forward* and teach others?

On Saturday, October 14th, 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.

HERE'S HOW YOUR COMPANY CAN GET INVOLVED WITH 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 *stitch it forward* including fun ways to celebrate yarn, tips for teaching others how to knit and crochet, free patterns, and ILYD assets for download at the [ILYD website](#)! Make sure to include #iloveyarnday and #StitchItForward in your posts.



2. Share and promote CYC's **I Love Yarn Day Scavenger Hunt**. Yarn lovers who answer all 20 questions correctly while exploring CYC members' websites will be entered in a random drawing to win yarn, magazine, book and video class prizes totalling more than \$1200. Scavenger hunt runs 9/16/17 - 10/21/17. Complete rules are at the [ILYD website](#).



How your followers can enter...it's as easy as 1, 2, 3!

1. Visit the [ILYD website](#) to download the scavenger hunt list.
2. Search the web for the correct answers to each question on the scavenger hunt list.
3. Fill out the online registration form on the [ILYD website](#) to submit your answers by October 21st 11:59 pm CT.

3. Share the ["I Love Yarn Because..." template](#) with your followers and encourage them to write about why they love yarn on it and take a selfie with it. Ask them to share their selfie on social media and make sure to include #iloveyarnday and #StitchItForward in their post.

I LOVE
YARN
BECAUSE

...



4. Host a Stitch It Forward Contest: Your contest should encourage your audience to teach at least one new person to knit or crochet on October 14th and share their photos and stories on social media. Award prizes to a favorite post.



5. Teach Newbies: Offer FREE knit and crochet classes and demos on October 14th! It's a great way to promote your regular classes and introduce your store to new consumers.



6. Organize a Show & Share event in store or on social media: Invite customers to show off and share stories about their favorite projects.



7. Have an ILYD yarn sale!



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 [assets](#)
3. Suggested social media copy and hashtags
4. General [press release](#)

