

**FOR IMMEDIATE RELEASE**

**Contact:** Sarah Guenther  
972-325-7232

[sarahg@craftyarncouncil.com](mailto:sarahg@craftyarncouncil.com)

## **Craft Yarn Council’s annual “I Love Yarn Day” campaign goes virtual with tour of Sweet Tooth Hotel’s “Intangible”**



**Carrollton, TX** (September 21, 2020) - For yarn lovers across the world, I Love Yarn Day is a beloved annual tradition that celebrates the many things that make yarn crafts amazing. This year’s virtual event, which takes place on Oct. 10, will feature an all-day stream of behind-the-scenes videos and tours at [Sweet Tooth Hotel](#) in Dallas, TX.

Craft Yarn Council partnered with Sweet Tooth Hotel to bring the installation “[Intangible](#)” to life, a fiber fairytale that features work by over ten female fiber artists. I Love Yarn Day is typically already a virtual event, but to celebrate this year’s campaign, CYC and Sweet Tooth Hotel are giving viewers an in-depth virtual look at the entire installation. Access to the virtual event will be free, with the option to make a donation to [Warm Up America!](#) in exchange for a link to a virtual reality tour of Sweet Tooth Hotel.

“I Love Yarn Day is an international movement dedicated to spreading the love of yarn, both online and in person, and this year is no exception,” said Jenny Bessonette, executive director of the Craft Yarn Council. “Though we can’t host an in-person event like we did for the first time at Sweet Tooth Hotel last year, we know that yarn lovers across the world will unite to spread the love of yarn.”

Sweet Tooth Hotel and the Intangible artists, along with Craft Yarn Council and its members, will host several giveaways throughout the day to encourage people to tune in to the virtual tour and share why they love yarn. All giveaway details will be posted online with each giveaway opportunity.

During the virtual event, yarn lovers are encouraged to not only watch the virtual tours at Sweet Tooth Hotel, but to also share their own stories about how yarn has affected their lives. Numerous studies show that fiber arts have many positive health benefits, from stress management to increased confidence to passing on family tradition. Many of these benefits, not surprisingly, have been on full display since the Covid-19 pandemic began.

“Research we conducted in April at the height of the pandemic shows that 84% of fiber artists are currently creating with yarn to relieve stress,” Bessonette said. “We invite all of our followers to participate by posting online and talking about how yarn has affected their lives over the last several months and by tuning in to the Sweet Tooth Hotel virtual tour.”

###

#### **ABOUT THE CRAFT YARN COUNCIL**

The Craft Yarn Council (CYC) represents the leading yarn companies, accessory manufacturers, magazine, book publishers, and consultants in the yarn industry. For more than 35 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 I Love Yarn Day event (the second Saturday in October), which offers a virtual meeting place for the nation's knitters and crocheters.