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# WHAT IS I LOVE YARN DAY?

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I Love Yarn Day, the second Saturday in October, is a day for yarn enthusiasts to share what they love about yarn crafting. The day will engage crocheters and knitters around the world to share why they love to craft with yarn. This year ILYD is October 12th, 2019.

**Visit Our Website**





# I LOVE YARN DAY OBJECTIVES

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1. Encourage others to share their love of yarn with people within and outside of the yarn community.
2. Raise awareness of fiber crafts.
3. Bring yarn lovers together to celebrate their common love of yarn.
4. Create a day for fiber artists, yarn companies, and retailers alike to focus on yarn publically.





**Some of the ways you can celebrate  
I Love Yarn Day this year:**



## CAMPAIGN HASHTAGS

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Use #iloveyarnday in October for Instagram, Twitter and Facebook posts that celebrate your love of yarn.

You can also use #humansthatyarn year round to add your voice to our community of yarn lovers.





# SMALL WAYS TO CELEBRATE I LOVE YARN DAY

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1. Go outside and knit/crochet in public.
2. Share a post on ILYD using `#iloveyarnday` and `#humansthatyarn`.
3. Go buy some new yarn and share your hauls on social media using `#iloveyarnday` and `#humansthatyarn`.
4. Send a gift of yarn to a friend on ILYD.





# BIG WAYS TO CELEBRATE I LOVE YARN DAY

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1. Host an ILYD giveaway.
2. Share a blog post about why you love yarn.
3. Teach someone to knit or crochet.
4. Plan a yarn bombing event in your city.
5. Host a Crochet Along or Knit Along leading up to ILYD.
6. Host a yarn-swap party with your friends.





**In 2019, bury yourself in your yarn  
stash and share it using #iloveyarnday.**



I LOVE YARN DAY OCTOBER 12, 2019

# I LOVE YARN DAY GIVEAWAY

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For a chance to win some amazing prizes donated by our members, bury yourself in your yarn stash!

Take a photo with all of the yarn you have and share it on Instagram using #iloveyarnday by October, 12th 2019.

The CYC office will be picking our top six favorite photos to win!

## Giveaway Details





**I LOVE YARN DAY ASSETS**



# I LOVE YARN DAY

## LOGO

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This is the official ILYD logo. Please use this when promoting ILYD on your channels and on any graphics you create. Color variations are allowed, but please do not alter the shape of the logo.

**Download**



# I LOVE YARN DAY



# I LOVE YARN DAY FONT

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**Fjalla One** is our primary font used for bold titles and statements.

**Open Sans** is our secondary font used for smaller copy.

## FJALLA ONE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789

## OPEN SANS

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789



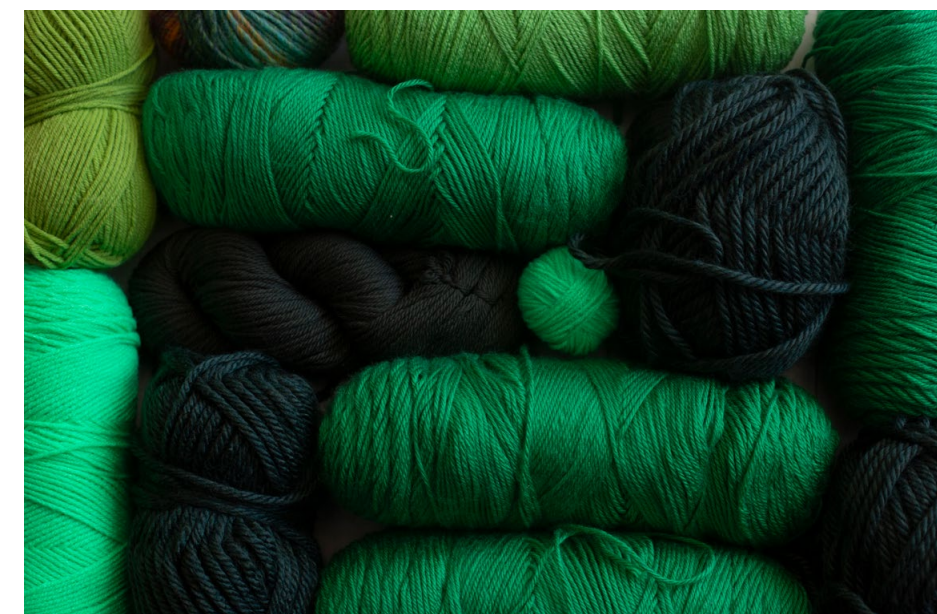
I LOVE YARN DAY OCTOBER 12, 2019

# I LOVE YARN DAY YARN TEXTURES

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Download these yarn textures to use them as backgrounds.

**Download**





# I LOVE YARN DAY YARN TEXTURES

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Here are some examples on how you can use these textures.





## I LOVE YARN DAY PHOTOGRAPHY

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Download and use any  
of our photo assets  
when promoting ILYD.  
Please be sure to tag/  
credit @craftyarncouncil  
with each use!

**Download**





I LOVE YARN DAY OCTOBER 12, 2019

## I LOVE YARN DAY COMMUNICATIONS

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Download and use any of our photo communication assets when promoting ILYD. Please be sure to tag/credit @craftyarncouncil with each use!

**Download**





## FREE PATTERNS

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Download and use  
any of our free  
patterns provided by  
CYC members.

**Download**



LION BRAND



LOVE CRAFTS



## I LOVE YARN DAY PRESS RELEASE

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Download the official ILYD press release here to use if you plan to alert the media about an event in your city.

**Download**

## I LOVE YARN DAY SAMPLE POST COPY

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### **Before ILYD**

- Save the date: 10/12/2019 is #iloveyarnday
- #ILoveYarnDay is a day for yarn lovers to spread their love of yarn with others! What do you have planned to celebrate? #HumansThatYarn
- Here's how I celebrated #ILoveYarnDay last year. Stay tuned to see what I do this year! #Humans-ThatYarn

### **During ILYD**

- Today is I Love Yarn Day! Get out and share your love of yarn! #ILoveYarnDay #HumansThatYarn



# **SOCIAL MEDIA ASSETS**

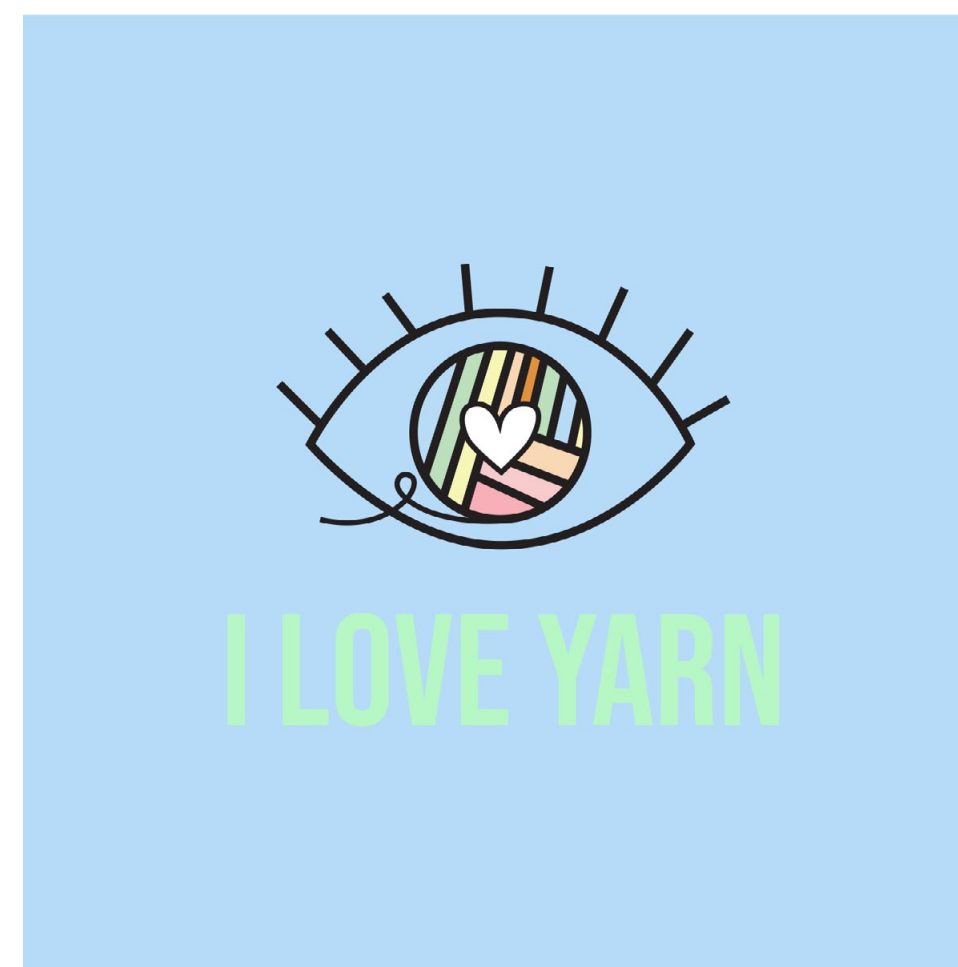
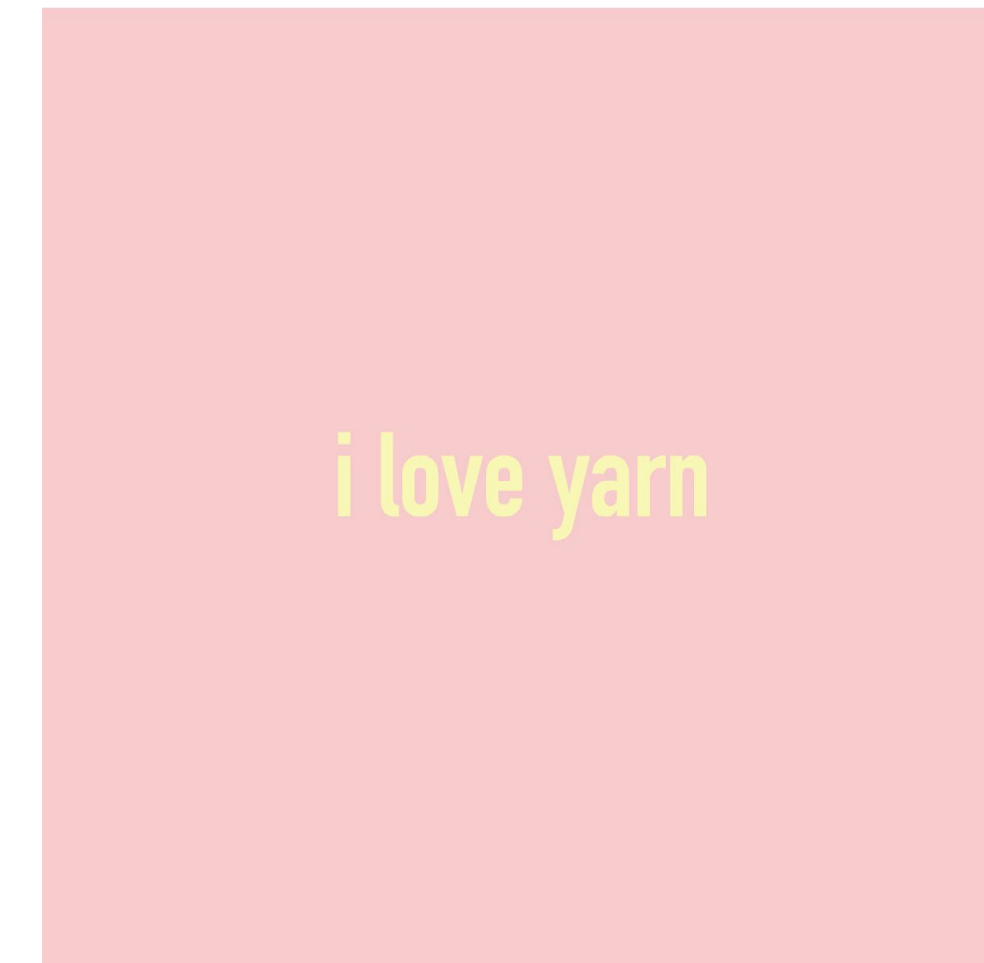
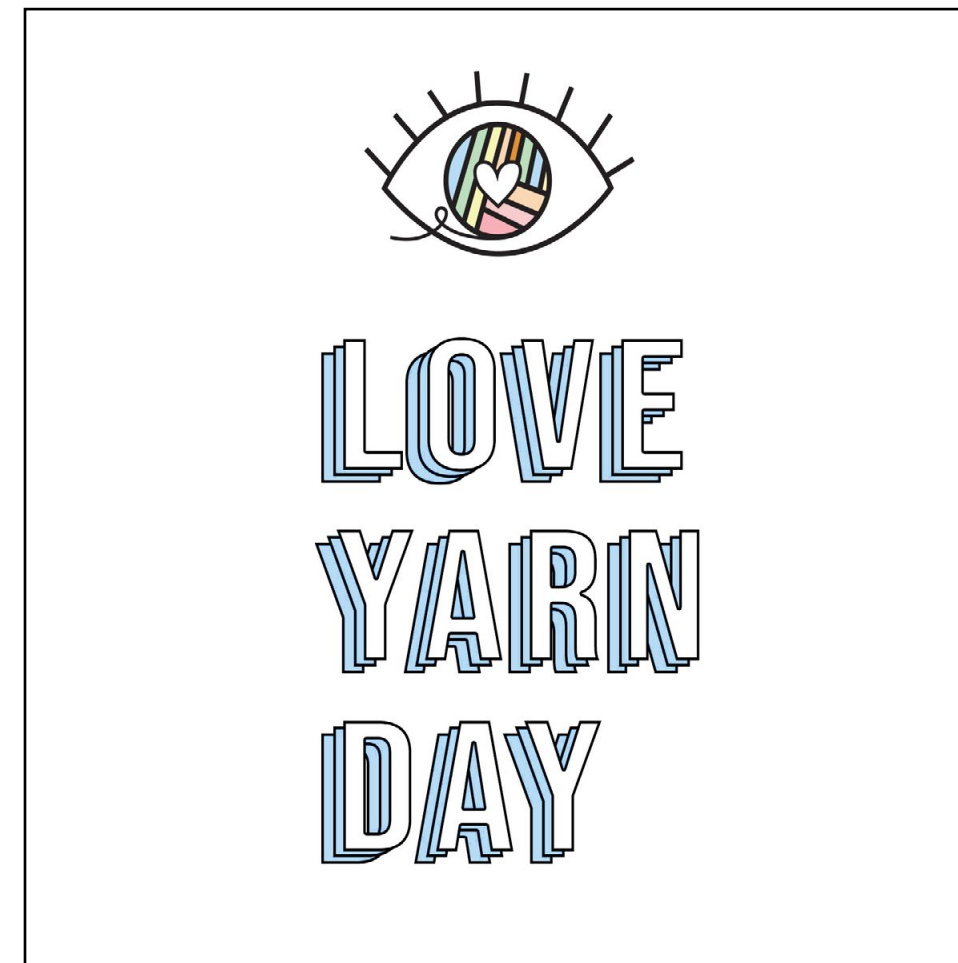


## DOWNLOADABLE POSTERS

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Download and use these graphics online or print them and use them to spread your love of yarn.

**Download**





# I LOVE YARN DAY QUOTES

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Let's be real, yarn love is a pretty relatable feeling. Share these quotes to relate with more yarn lovers like yourself.

**Download**

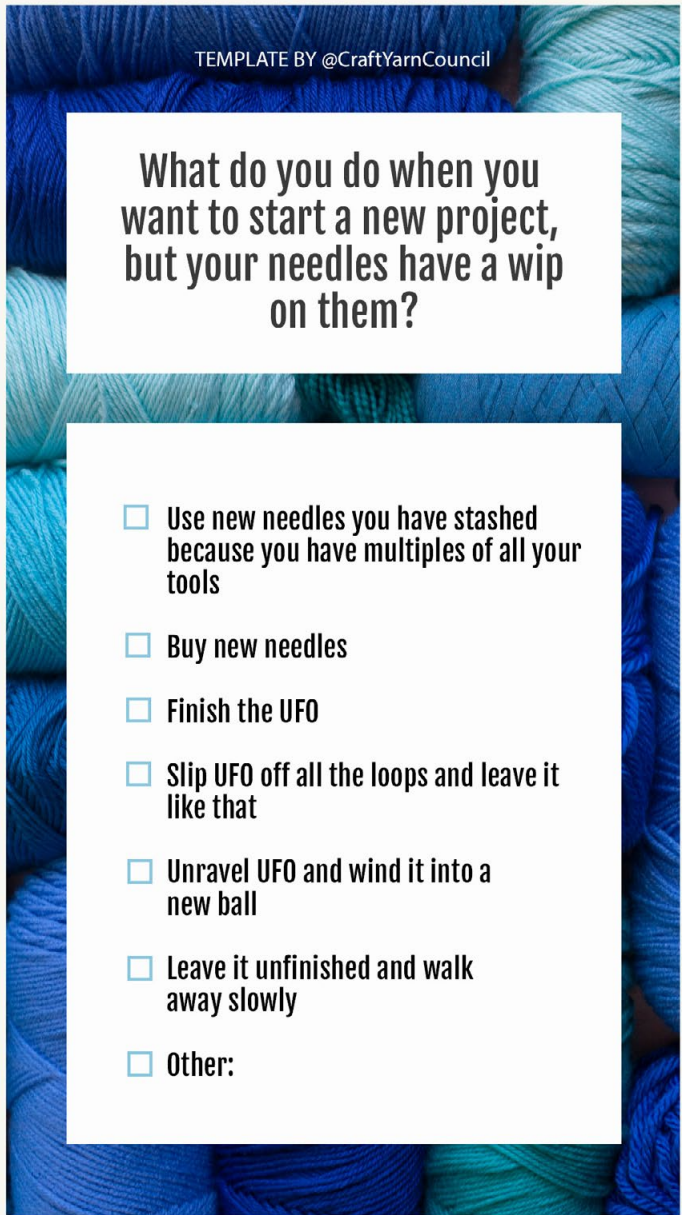
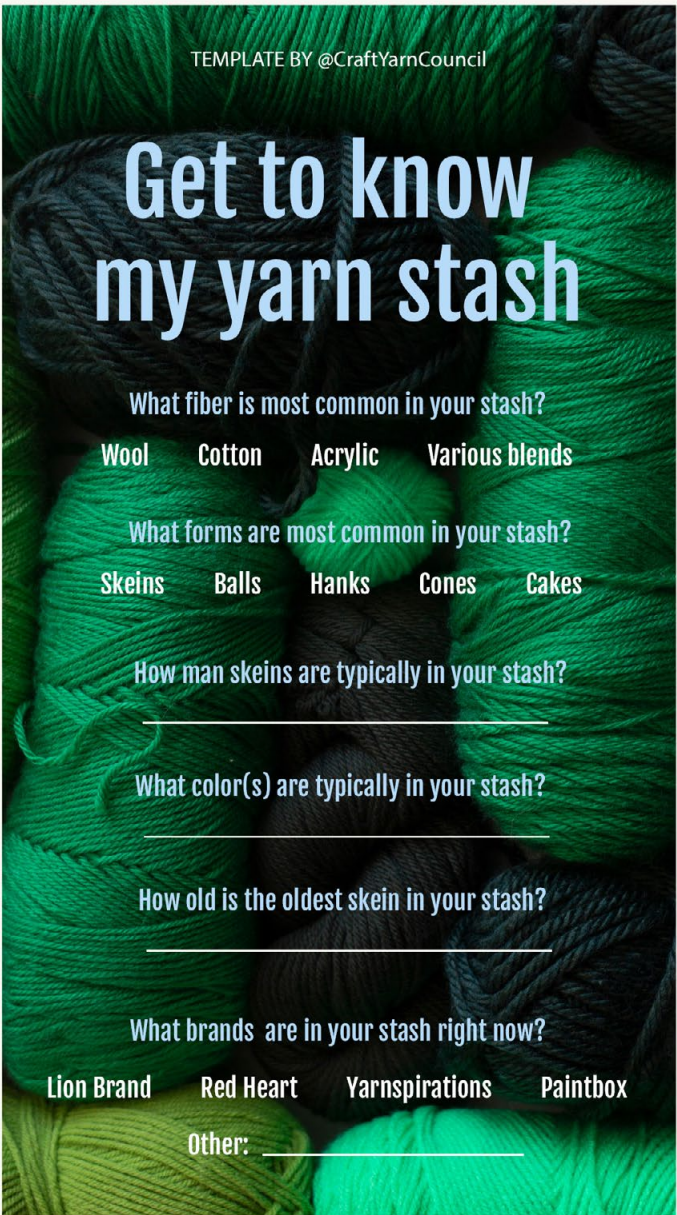




# DOWNLOADABLE IG TEMPLATES

Download these Instagram templates to use in your stories during I Love Yarn Day. Be sure to share blank versions with your followers for them to use.

**Download**





# I LOVE YARN DAY IG STICKERS

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Use these fun gifs in your Instagram stories. Here's how:

YARN IS MY SELF-CARE.

01 Go to create a new IG story.

02 Click the sticker icon in the top right corner and select GIF.

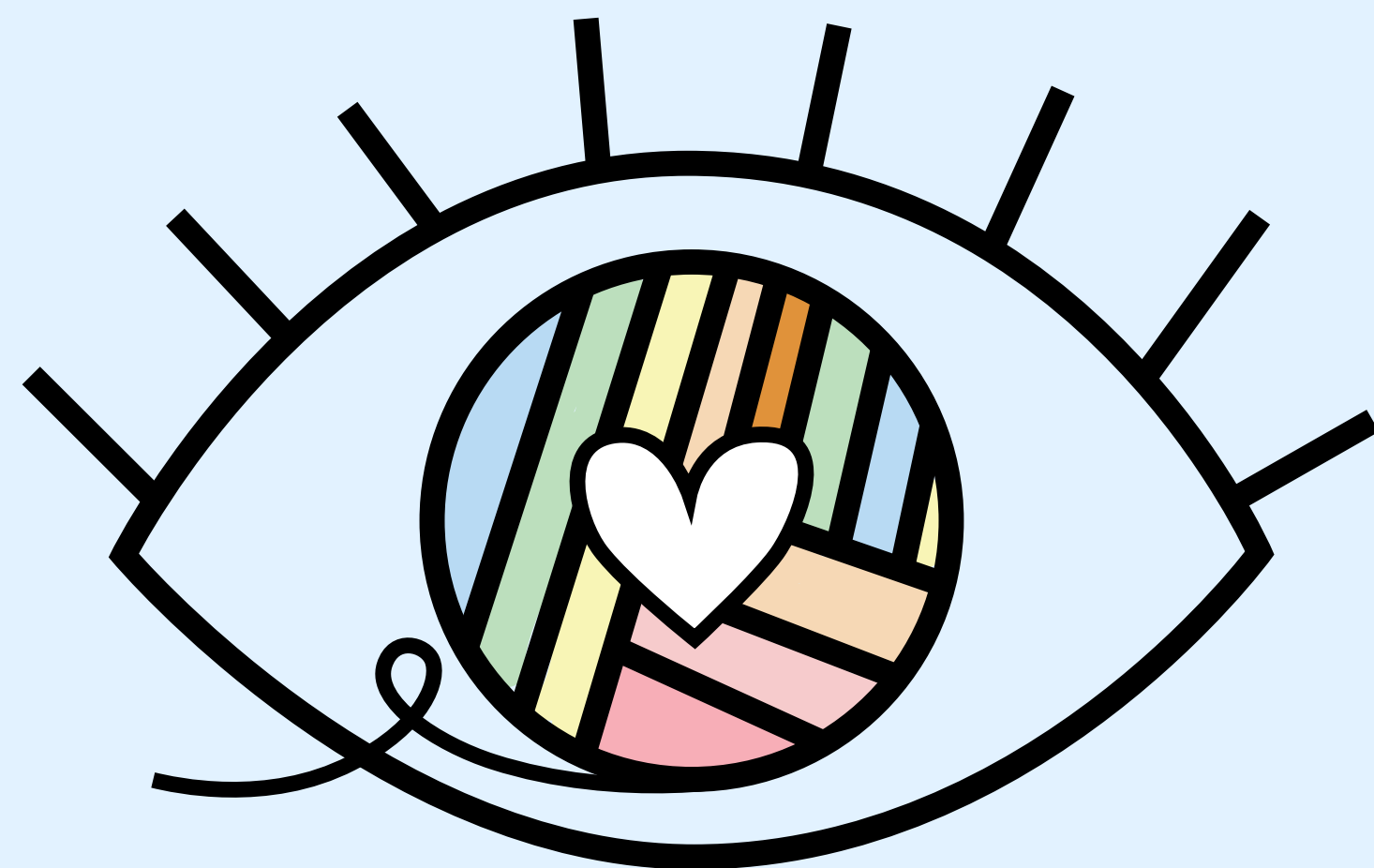
03 Search ILYD and select the gif you want to use and you're done!

FROG IT,  
TOMORROW  
IS A NEW DAY.

STITCH  
AWAY  
STRESS

HUMANS  
THAT YARN.





**I LOVE YARN DAY OCTOBER 12TH, 2019**