

**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 highlights universal love of yarn**



**Carrollton, TX** (July 15, 2019)

- What would the world be like without yarn? For thousands of years, people made their own clothes and relied on skills passed down from their ancestors for survival. Fast forward to today and yarn crafts are mostly practiced as a fun pastime, a way to make money or a stress management tool. In spite of this, skills like knit and crochet

are still just as important, especially with the rise of the DIY movement and a desire for sustainability.

I Love Yarn Day is every year on the second Saturday of October and is a day for yarn enthusiasts across the world to share what they love about fiber arts and why they practice these ancient skills. This year's virtual event, which takes place on Oct. 12, will encourage yarn crafters to share with people in their lives why they love yarn.

"I Love Yarn Day is an international movement dedicated to spreading the love of yarn both online and in person," said Jenny Bessonette, executive director of the Craft Yarn Council. "We're seeing a resurgence in the interest in these crafts and we hope it continues to grow on I Love Yarn Day and every day of the year."

Numerous studies have shown that yarn crafts provide countless health benefits, from stress relief to anxiety management to increased confidence. The council has conducted several surveys over the last few years about the various advantages that yarn crafts provide to people.

“Research we conducted in spring 2019 shows that yarnists (yarn artists) are using these crafts as a form of self-care and relaxation; for example, 97 percent of respondents said fiber crafts help them slow down,” Bessonette said. “We invite all of our followers to participate by posting online and talking about how yarn has affected their lives.”

There are many ways to get involved. For inspiration, free patterns, ideas and tips for teaching others how to knit and crochet and more, we encourage everyone to visit our [Facebook](#), [Instagram](#), [Twitter](#) and [Pinterest](#) pages. Be sure to participate in the council-sponsored Instagram giveaways starting a month before I Love Yarn Day and tag your posts with #ILoveYarnDay!

###

### **About I LOVE YARN DAY**

I LOVE YARN DAY is a collaborative effort of the Craft Yarn Council, a nonprofit made up of the leading yarn companies, accessory manufacturers, publishers and consultants in the yarn industry including: Aksa, Boye/Simplicity Creative Group; Clover Needlecraft; Creative Partners; Creativebug; Fisipe, Interweave Press/FW; Leisure Arts; Lion Brand Yarn; Meridian Specialty Yarn Group, 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.

### **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.