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STITCH IT FORWARD: KNITTERS AND CROCHETERS UNITE TO SHARE THEIR PASSION FOR ALL THINGS YARN



Carrollton, TX (July 13, 2017) - Do you love yarn but wish you knew how to show it? Are you an avid knitter or crocheter with a penchant for posting on social media? Then join the Craft Yarn Council in celebrating the seventh annual I Love Yarn Day on Oct. 14 and show the world why you love yarn!

I Love Yarn Day, the second Saturday in October, is a day for yarn enthusiasts to share what they love about yarn crafting. The theme, **#StitchItForward**, will engage crocheters and knitters around the world to teach others these crafts.

“I Love Yarn Day is all about looking back on what yarn has meant in people’s lives,” said Jenny Bessonette, executive director of the Craft Yarn Council. “Whether your grandmother or best friend taught you how to knit or crochet, these are activities that anyone can learn and enjoy.”

Not only are yarn crafts fun and easy, but they pack a powerful health punch. Studies have shown that knitting and crocheting can help reduce stress and provide a sense of pride and accomplishment. The crafts can even help to improve memory.

“A survey conducted by the council affirms the numerous health benefits of yarn crafts like knitting and crocheting,” Bessonette said. “We invite all of our followers to participate by posting and talking about how yarn has affected their lives.”

There are many ways to get involved. For inspiration, ideas and tips for teaching others how to knit and crochet, free patterns, yarn party ideas, contests with fiber-fabulous prizes, and more, we encourage everyone to visit our social media pages, including [Facebook](#), [Instagram](#), [Twitter](#) and [Pinterest](#).

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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; TNA 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.