



STITCH IT FORWARD
OCTOBER 15TH 2016

#STITCHITFORWARD #ILOVEYARNDAY



I LOVE YARN DAY

INSPIRE . TEACH . POST . SHARE.

When: Saturday, October 15, 2016

Who: Industry Bloggers / Designers

Where: Your Blog

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

On Saturday, October 15th, 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.

Get Involved on 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, and free patterns! Make sure to include #iloveyarnaday and #StitchItForward in your posts. And don't forget to visit the [ILYD website](#) too.
2. Share and promote CYC's **I Love Yarn Day Scavenger Hunt**. Yarn lovers who answer all 21 questions correctly while exploring many of the industry's hottest websites will be entered in a random drawing to win one of 20 exciting yarn, magazine, book and video class prizes totalling more than \$1500. Scavenger hunt runs 9/15/15 - 10/23/15. Complete rules are at the [ILYD website](#).

How to 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 23rd 11:59 pm EDT.
3. Create a pattern that is ideal for teaching a child, friend, or family member how to knit or crochet. Capture photos of you teaching your yarn craft as you *stitch it forward* and share your love of knitting/crochet with the people you love. Be sure to post on your blog!
4. On your blog, share a story of how you learned to knit/crochet. Who taught you? How old were you? What was your first project?
5. Film a short video of why you love yarn and share it on YouTube, Instagram, and Facebook.

6. 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.

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](#)