



I Love YARN DAY!

OCTOBER 17TH, 2015

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# I LOVE YARN DAY 2015

## *Stitch it Forward*

**When:** Saturday, October 17, 2015

**Who:** Crochet & Knit Guilds and Groups

**Where:** Social Media and Guild Meetings

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 17th, 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 with 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 #StitchItForward including fun ways to celebrate yarn, tips for teaching others how to knit and crochet, free patterns, giveaways and more!

2. Enter and promote our I Love Yarn Day contest on Instagram! The most creative and fun photos representing how to #stitchitforward will win yarn and book prizes. Make sure you use the #ILYD2015 and #stitchitforward hashtags on your photos. Contest runs 9/8/15 - 10/24/15. Check out the rules at the [ILYD website](#).

Contest Categories:

- The most people taught in a photo
- The youngest person taught
- The oldest person taught
- The biggest Stitch It Forward Failure
- The funniest location for teaching

3. Host an ILYD party on Saturday, October 17th with your guild or group. **Make sure to invite some newbies so you can teach them to knit or crochet during your event.** For party tips, visit our [site](#). Share photos and stories on social media using the following hashtags: #stitchitforward #ILYD2015

4. Promote CYC's I Love Yarn Day video contest on YouTube! The video with the most views will have the chance to win yarn, accessories, books, and online class subscriptions!

Entry details:

1. Subscribe to the [Craft Yarn Council YouTube Channel](#)
2. Upload a video, two minutes max, on YouTube sharing your passion for yarn and what gets you excited about I Love Yarn Day! You must include the words *I Love Yarn Day 2015 Video Contest* in the YouTube video description.
3. Share your videos on Facebook and Twitter using the hashtags #stitchitforward and #ILYD2015. The video with the most views will win!

The contest runs 8/31/15 - 10/24/15. Check out the rules at the [ILYD website](#).



5. Purchase [ILYD gear](#) and show it off proudly on ILYD!

**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 logos
3. Suggested copy and social media hashtags
4. General press release

