



I LOVE YARN DAY 2015

Stitch it Forward

When: Saturday, October 17, 2015

Where: Your Store & Social Media Networks

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.

Here's How Your Store Can 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. Teach Newbies: Offer FREE knit and crochet classes and demos on October 17th! It's a great way to promote your regular classes and introduce your store
3. Host a Stitch It Forward Challenge: Encourage your audience to teach at least one new person to knit or crochet on October 17th and share their photos and stories on social media. Award prizes to a favorite post.
4. Sponsor an I Love Yarn Day Holiday Gift Fair: Feature projects that make great gifts and are also attractive and easy projects for beginners (See suggested patterns.)
5. Organize a Show & Share event in store or on social media: Invite customers to show off and share stories about their favorite projects.
6. Have an ILYD yarn sale!

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

