



6,000 Knitters and Industry “Knitterati” to Gather for New Event

Vogue Knitting LIVE Launches in New York City in January. Popular Classes Already Sold Out

More than 53 million people know how to knit or crochet—and the number is growing. Following the successful premier of *Vogue Knitting LIVE* in Los Angeles last year, *Vogue Knitting* magazine announces a new event at the *Hilton New York* January 14–16, 2012.

Knitting, an ages-old craft, is taking the world by storm. Professionals, Hollywood A-listers, and rock stars have all joined the ranks of knitters, and Ravelry, a popular social media site for stitchers, boasts close to 2 million members. Its benefits are renown: A Harvard study from 2007 concluded that knitting may be as effective as medication in reducing stress. “We know that knitters love getting together at yarn stores to learn new techniques, compare projects, and hear from top designers. We’ve simply taken that to the next level by creating the largest live gathering of knitters in New York,” says Trisha Malcolm, editor of *Vogue Knitting* and originator of Vogue Knitting LIVE.

Vogue Knitting LIVE caters to knitters at all levels—from the knit-curious to experienced designers and crafters. In 2012, knitters can expect:

- More than 75 how-to sessions, some of which are already sold out. Topics like “An Overture to Estonian Lace” and “Working with Antique and Vintage Knitting Patterns” bring 200-year old techniques to new generations. Other sessions such as “Happy Hat Knitting” and “Sock Innovation” focus on specific types of projects. The experienced knitter can pick up new skills in advanced classes on technique, weaving, spinning, and even teaching knitting to others. And “Why We Knit” delves deeper into the soul of the knitter.
- Celebrity teachers such as Kaffe Fassett, Debbie Bliss, Nicky Epstein, Ysolda Teague, Jared Flood, and Debbie Stoller.
- A *Vogue Knitting* fashion show at a gala dinner featuring keynote speaker Alice Starmore.
- A cocktail reception and charity auction in which a portion of the proceeds will go to the Foundation for the National Institutes of Health in support of The Heart Truth® and women’s heart health education and research. The charity auction will feature priceless treasures from knitting luminaries such as Elizabeth Zimmermann and Barbara Walker and a trip to Scotland and Iceland on the 2012 Vogue Knitting Tour featuring Alice Starmore and Ysolda Teague valued at \$6,000.
- Affordable event packages, which draw knitters from all around the globe. Prices range from \$20 for basic admission to \$564 for an all-inclusive package.

Vogue Knitting LIVE in New York is sponsored by *The Woolmark*, *Adirondack Yarns*, *Berroco*, *Blue Sky Alpacas*, *Caron*, *Clover*, *Knit Simple Magazine*, *Koigu Wool Designs*, *MaggiKnits*, *OttLite*, *Rowan*, *Skacel*, *Spud & Chloë*, *Tahki Stacy Charles*, *Trendsetter*, *Yarn Sisters*, *Zealana*





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