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# VOGUEknitting LIVE!

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## Southern Women Say to Knitterati: “C’mon Down to Charlotte and Bring Your Needles!” *Vogue Knitting* and Knitting Rock Stars Visit Charlotte in September

**New York, NY (June 14, 2012):** Vogue Knitting LIVE, the premier event for knitters, is setting up a “pop-up” show within the Southern Women’s Show from **September 20 to 23**. The 35,000 attendees at the show, one of the largest gatherings of women in Charlotte, will be able to take knitting classes—from beginner to expert level—from some of the industry’s best-known instructors and meet the editors of *Vogue Knitting* magazine.

The number of knitters in the U.S. is estimated to be 13 million, and the hobby has surged in popularity over the past decade. “We have had hugely successful events in Los Angeles and New York and are debuting in Chicago this October. Each show attracts as many as 6,000 knitters and crocheters,” says Vogue Knitting LIVE director Gabrielle Ald. “We came to the Southern Women’s Show because it seemed like the perfect fit. We both talk about our shows as experiences, and we support women’s creativity and collaboration. Why not bring our instructors to the South? This is our first ‘event within an event,’ and we’re thrilled to partner with such a great event producer!”

According to a Harvard Medical School study, knitting and crocheting reduce blood pressure and slow the heart rate, much like meditation. “The women of Charlotte will all be a lot more relaxed on September 24!” asserts Ald.

### About Vogue Knitting LIVE

In 2011, the editors of *Vogue Knitting* launched Vogue Knitting LIVE, bringing together thousands of knitting enthusiasts for a weekend show filled with fashion, fiber, and education. Everything readers love about the magazine can now be experienced. . . .LIVE! Editor in Chief Trisha Malcolm says, “For more than 25 years, *Vogue Knitting* has brought the best of fashion knitting to our dedicated knitters. Now we’re inviting our readers to experience *Vogue Knitting* like never before—live and in person!” Vogue Knitting LIVE features master-level hand-knitting classes, a high-end shopping experience, knit-couture fashion shows, knit art gallery, and more to engage and inspire every knitter.

### About The Southern Women’s Show

Southern Shows, launched in 1959, is family owned and operated. Currently the shows are in 11 markets, with 19 separate owned and produced shows with a combined attendance of more than 600,000 guests. A single year’s exhibitor base is more than 10,000.

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