



FOR IMMEDIATE RELEASE

Two-time Emmy-winning broadcaster Deborah Norville to host Marketplace Preview at Vogue Knitting LIVE Los Angeles!

New York, NY (May 25)—Deborah Norville, veteran broadcaster, author, knitting entrepreneur and anchor for America’s most successful syndicated TV newsmagazine, *Inside Edition*, has been signed to host the Champagne Red Carpet Marketplace Preview at Vogue Knitting LIVE, the 3-day west coast “Knitting Event of the Year” that premieres in Los Angeles September 23–25.

The Champagne Red Carpet Marketplace Preview is a special, one-hour advance showing on Friday, September 23, of more than 10,000 new and favorite yarns, needles, gifts and accessories that will be offered for sale at the celebratory knitting event. This exclusive, limited-access event is only open to Vogue Knitting LIVE VIPs who qualify by purchasing one of two Vogue Knitting LIVE packages.

The choice of Deborah Norville to host the Marketplace Preview was an inspired one by the editors of *Vogue Knitting*, America’s leading fashion knitting publication. Since first picking up a preprinted embroidery hoop at the age of four, Deborah has had a long love affair with knitting, sewing, and crafts. In fact, she says that the self-confidence that came from knitting gifts for loved ones or making her own clothes has enabled her to tackle some daunting challenges as a journalist. And now the two-time Emmy-winning broadcaster has also made a name for herself in the world of yarn. In 2009, Norville launched The Deborah Norville Collection with Premier Yarns, a line of fine yarns for hand knitting and crocheting, sold in major craft and knitting stores around the country.



“We are delighted that Deborah Norville will host our Champagne Red Carpet Marketplace Preview,” said Trisha Malcolm, Editorial Director, *Vogue Knitting*. “Her passion for yarn and knitting are well-known.”

Deborah Norville joins a star-studded group of internationally renowned knitting celebrities at the Los Angeles event. Instructors like Debbie Macomber, Meg Swansen, Nicky Epstein, Deborah Newton and 40 more top instructors will offer master-level classes at Vogue Knitting LIVE. Classes will focus on knitwear design, fit and shaping, pattern writing, lace, socks, and the signature styles of the A-List cast of instructors.

**Vogue Knitting LIVE will be held at the Hyatt Regency Century Plaza
in Los Angeles, September 23–25. The Champagne Red Carpet Marketplace
Preview will take place on Friday, September 23.**

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