



STITCH IT FORWARD
OCTOBER 15TH 2016

#STITCHITFORWARD #ILOVEYARNDAY



I LOVE YARN DAY

INSPIRE . TEACH . POST . SHARE.

When: Saturday, October 15, 2016

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 15th, 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 *stitch it forward* including fun ways to celebrate yarn, tips for teaching others how to knit and crochet, and free patterns! Make sure to include #iloveyarnday and #StitchItForward in your posts. And don't forget to visit the [ILYD website](#) too.
2. Download and share the ["I Love Yarn Because..." template](#) and encourage your customers to write about why they love yarn on the template. Take a photo of the customer with the template and display it in your store and/or share on social media. Make sure to include #iloveyarnday and #StitchItForward in your posts.
3. Teach Newbies: Offer FREE knit and crochet classes and demos on October 15th! It's a great way to promote your regular classes and introduce your store to new consumers.
4. Host a *Stitch It Forward* Contest: Your contest should encourage your audience to teach at least one new person to knit or crochet on October 15th and share their photos and stories on social media. Award prizes to a favorite post.
5. Share and promote CYC's **I Love Yarn Day Scavenger Hunt**. Yarn lovers who answer all 21 questions correctly while exploring many of the industry's hottest websites will be entered in a random drawing to win one of 20 exciting yarn, magazine, book and video class prizes totalling more than \$1500. Scavenger hunt runs 9/15/15 - 10/23/15. Complete rules are at the [ILYD website](#).

How your followers can enter...it's as easy as 1, 2, 3!

1. Visit the [ILYD website](#) to download the scavenger hunt list.
2. Search the web for the correct answers to each question on the scavenger hunt list.
3. Fill out the online registration form on the [ILYD website](#) to submit your answers by October 23rd 11:59 pm EDT.

6. Organize a Show & Share event in store or on social media: Invite customers to show off and share stories about their favorite projects.

7. 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 [assets](#)
3. Suggested social media copy and hashtags
4. General [press release](#)