

# I LOVE YARN DAY

OCTOBER 13TH 2018

**When:** Saturday, October 13, 2018

**Who:** Guilds and Groups

Sharing the good feeling people get from yarn and yarn-related crafts is what I Love Yarn Day (ILYD) is all about. 2018 marks the eighth year for this celebration. While Saturday, October 13th is the official I Love Yarn Day, the countdown starts September 3rd when Craft Yarn Council begins its social media engagement on Facebook, Instagram and Pinterest. There will be fun posts, giveaways and more to connect people who love yarn!

## HERE'S HOW YOUR GROUP CAN GET INVOLVED WITH ILYD:

1. Like and follow ILYD on social media: Check out the ILYD [Facebook](#), [Instagram](#) and [Pinterest](#) pages to join in the official countdown to ILYD and to see all the fun ways we are celebrating yarn. Make sure to include #iloveyarnday in your posts and don't forget to visit the [ILYD website](#) too.

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A DAY TO SHARE YOUR LOVE OF YARN



2. Promote Craft Yarn Council's ILYD giveaways. Starting in September and leading up to ILYD, CYC will share fifteen opportunities on Facebook or Instagram for yarn lovers to win one of fifteen exciting yarn, accessory, book and video class prizes.



### How your followers can enter:

1. Like and follow Craft Yarn Council on Facebook and Instagram.
2. Keep an eye out for two giveaway posts a week.
3. Follow the directions in the giveaway post to enter. Winners will be selected in a random drawing.

3. Host an ILYD party with your guild or group. It's the perfect time to invite guests so they can get to know your group! Share photos and stories on social media using #iloveyarnaday.





4. Promote your ILYD event! Craft Yarn Council has downloadable [artwork](#) at its ILYD website along with a general [press release](#) with helpful copy.



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5. Enjoy free patterns at the [ILYD website](#).

