

# I LOVE YARN DAY

OCTOBER 13TH 2018

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

**Where:** Your Store & Social Media Networks

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 COMPANY CAN GET INVOLVED WITH ILYD:

1. Like and share ILYD posts 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 share the [ILYD website](#) too.



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



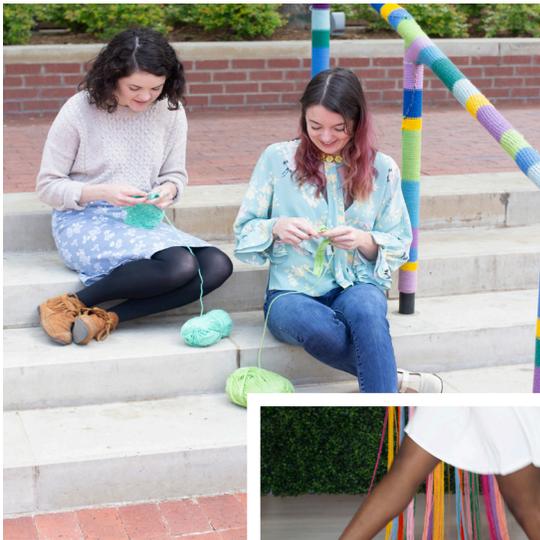
#### How your followers can enter:

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. Offer FREE yarn classes and demos on October 13th! It's a great way to promote your regular classes and introduce your store to new consumers. Remember yarn crafts are not only fun activities but stress relievers, which will appeal to all ages.



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



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5. Have an ILYD yarn sale!



6. Let us know what specific promotions, classes or events you have planned for ILYD. [Email us!](#)



## HERE'S WHAT THE CRAFT YARN COUNCIL PROVIDES AT THE I LOVE YARN DAY WEBSITE:

1. I Love Yarn Day [assets](#)
2. General [press release](#)
3. Free [patterns](#)
4. ILYD giveaway [details](#)

