



Contact: Joyce Perhac
Sewing & Craft Alliance
412.372.5950
jperhac@sewing.org



Contact: Abby Wright
American Sewing Guild
713.729.3000 x 12
abby@asg.org

National Sewing Month, September 2010 “Accessorize Your Life” Contest

Pittsburgh, PA – July 22, 2010 – Sewing enthusiasts are being challenged to sew up their best accessory idea for National Sewing Month, September 2010. The **Accessorize Your Life** contest runs through September 30, 2010 and an accessory item can be entered in to any of eight categories from Fashion/Garments to pets and travel. Contest information is available on www.NationalSewingMonth.org.

The observance of National Sewing Month began in 1982 with a proclamation from President Ronald Reagan declaring September as National Sewing Month “In recognition of the importance of home sewing to our Nation.”

SewaNew is the theme for *September is National Sewing Month 2010*. “It’s no secret that sewing is the hottest new hobby” reports Joyce Perhac of the Sewing & Craft Alliance. “Teens and young adults are filling learn-to-sew classes then using their new-found creative skills to restyle their wardrobes and make one of a kind skirts, tops and dresses to show off to their friends.” “The inspiration created in part by Project Runway crosses generations — and sexes — and motivates enthusiasts to try their hand at their own style of creativity,” she continues.

Margo Martin, Executive Director of the American Sewing Guild, agrees. “There are also scores of ‘used to sew-ers’ who are now returning to sewing to find fresh new fabric choices from beautiful batiks to eco-friendly bamboo, as well as patterns that are much easier to use and tech-savvy machines that have set-it-and-forget-it style embroidery.”

V.I.P by Cranston, a US based textile company that designs and sells quilting fabrics and Ghee’s, a designer and supplier of handbag patterns, embroidery designs and unique zippers have joined SCA and ASG as sponsors of this year’s National Sewing Month.

The National Sewing Month website offers free logos and promotional materials for print or web to any individual, educator or business interested in promoting this celebration of sewing.

The Sewing & Craft Alliance (SCA) provides education and creative resources to sewing and craft enthusiasts as well as retailers, manufacturers and educators. SCA offers free learn-to-sew articles, SEW-lutions Education Guidelines, free project sheets and interactive opportunities for the sewing community. SCA also offers training classes to sewing enthusiasts on how to teach sewing to others. Visit them at www.sewing.org.

The American Sewing Guild, Inc. (ASG) is a not-for-profit education based organization comprised of over 20,000 members who promote the mission to “advance sewing as an art and life skill” by providing a network of sewing education and support for sewing enthusiasts, serving as preservers of the sewing arts, promoting community engagement through service projects and sharing sewing arts with new generations. Sewing enthusiasts can join a local chapter by visiting www.asg.org.