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Sewing Enthusiasts Set to Celebrate National Sewing Month *Indulging Your Inner Betsy Ross*

Pittsburgh, PA – August 26, 2010 – Sewing enthusiasts across the country and, in some cases, across the world are gearing up to celebrate a special month dedicated to the art, utility and passion for sewing. The challenge to indulge an inner Betsy Ross is the focus of classes, special sales, featured books in libraries and all-night stitch-ins throughout the month.

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.”

The Sewing & Craft Alliance and the American Sewing Guild are the cheerleaders behind the effort to promote National Sewing Month and they offer free promotional materials and projects on their website to any individual, business, organization, school or media outlet interested in participating. This year’s theme is *SewaNew* which shines a light on the choice to cultivate a personal style through fabric and machine.

“The opportunities to celebrate National Sewing Month are two-fold” reports Joyce Perhac of the Sewing & Craft Alliance. “The *SewaNew* message encourages anyone interested in sewing to participate in classes, contests and events that are happening online and in schools, libraries, groups and businesses everywhere” she adds “The month also supports a business focus,” says Perhac. “Retail stores, online stores—even tv stores—offer sales and specials throughout September that drive traffic and often turn browsers into shoppers.”

So is everyone sewing with Project Runway-style fervor? “Not at all” says Margo Martin of the American Sewing Guild. “Sewing is what you make of it,” she adds. “Utilitarian sewing still has a strong footing and grew in popularity as the economy took a nosedive.” “But, utilitarian sewing is often just the spark that ignites a new or renewed passion for sewing” Martin continues. “Fun fabrics, technologically advanced machines and easy-sew patterns combine with a dizzying array of traditional and online classes, free projects, discussion groups and shopping choices to make sewing an easy way to explore your creativity and design clothing, make gifts for friends, create products for fundraisers or even redecorate your home.”

In addition to free promotional materials, the National Sewing Month partners are sponsoring the **Accessorize Your Life** contest where sewing enthusiasts are being challenged to sew up their best accessory idea. The **Accessorize Your Life** contest runs through September 30, 2010 and an accessory item can be entered in to any of eight categories. Contest information is available on www.NationalSewingMonth.org.

In addition to the contest, throughout the entire month there will be daily giveaways of products donated by this year's sponsors. Sponsors include **V.I.P by Cranston**, a US based textile company that designs and sells quilting fabrics; **Ghee's**, a designer and supplier of handbag patterns, embroidery designs and unique zippers; **KWIK-SEW**, a US designer and manufacturer of multi-sized patterns known for their great style and fabulous fit; and **Pure Whimsy**, an online boutique of sewing giftables.

The Sewing & Craft Alliance and the American Sewing Guild are also offering exclusive educational articles, printed projects and a video project. *SEW-lutions Guidelines* — educational articles that cover all aspects of sewing — include topics such as *Buying a Sewing Machine*, *Setting Up a Sewing Room* and more. Free projects include a *Ruffled Wristlet*, a *Zipper Pansy Pin* made with paper zippers and a *Collar and Leash for Your Dog*. A video project on *How to Make a Kindle / iPad Cover* is being released on YouTube. All materials are available on www.NationalSewingMonth.org.

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.

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