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National Sewing Month 2011 Encourages Enthusiasts to Sew for the LOVE of it!

Pittsburgh, PA – September 2011 - The Sewing & Craft Alliance and the American Sewing Guild come together each year to present the *September is National Sewing Month* annual celebration of the art and craft of sewing. The observance 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.”

Sew for the Love of it! is the theme of this year’s celebration. Riding a growing wave of interest that started with inspiration from *Project Runway* and traveled through the reuse, remake and restyle period of the economic downturn, this year’s theme shows that today’s enthusiasts have gone beyond sewing as a hobby and have made it a part of their lifestyle. They sew for practicality, to express their creativity, to make money and to simply relax. Sewing rooms and creative spaces now frequently replace living rooms and dining rooms in many homes as sewing takes center stage in daily activities. Home offices have even taken on a new importance with computers serving as a connection to a world of designs, online shopping, sewing classes and virtual sewing friends. Brick and mortar stores report increases in students flocking to classes and looking to experiment with different fabrics, tools and techniques. Today’s sewer has a new confidence that comes from the heart. They sew simply for the love of it!

Several sponsors are supporting the 2011 celebration:

- **V.I.P by Cranston** in Webster, MA is a manufacturer of distinctive fabrics for sewing, crafting, quilting and decorating. Cranston’s history of printing textiles dates back to 1807 in a tiny cotton printing plant founded by Rhode Island governor, William Sprague.
- **Springs Creative Products Group, LLC** is located in the historic Cotton Factory in Rock Hill, SC. They are a leading supplier of retail by-the-yard fabrics, precut fabrics and packaged craft kits in a variety of designs.
- Linda McGehee from **Ghee’s** in Shreveport, LA is a master of handbag design and construction and fabric manipulation. Linda has been on the forefront of the latest craze, artistic zipper creations.

Anyone interested in promoting National Sewing Month, from manufacturers to retailers, non-profit groups, schools, libraries, educators and more can visit the www.NationalSewingMonth.org website to download free promotional materials.

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. Visit them at www.sewing.org.

The American Sewing Guild, Inc. (ASG) is a non-profit organization comprised of over 20,000 members who promote the mission to “advance sewing as an art and life skill.” ASG provides a network of sewing education and support for enthusiasts of all skill levels and serves as preservers of the sewing arts in America while promoting community engagement through service projects and sharing sewing arts with new generations. Sewing enthusiasts can join a local chapter by visiting <http://www.asg.org>.

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