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“Reuse, Remake, Restyle” September is National Sewing Month

Pittsburgh, PA – June 1, 2009 - September is National Sewing Month and the Sewing & Craft Alliance and the American Sewing Guild are the proud co-sponsors of this month-long celebration of the art and craft of sewing. The observance began in 1982 with a proclamation from President Ronald Regan declaring September as National Sewing Month “In recognition of the importance of home sewing to our Nation.”

Inspired by the 2008 theme of Go Green! Sew Green!, Margo Martin, Executive Director of the American Sewing Guild explains that the new mantra for 2009 aims to encourage sewers to innovate while they recreate. “Today’s economy has ushered in a new wave of creativity” says Martin. “This year, sewers are challenged to “Reuse, Remake, Restyle” their favorite fads into timeless garments, home décor items or even a trendy new bag.”

Joyce Perhac, Director of the Sewing & Craft Alliance agrees. “More people are returning to sewing as a way to save money. Hemming skirts, appliquéing over stains, replacing buttons and repairing tears are much easier on the budget than buying something new.” Most sewing enthusiasts don’t stop there though, she adds. “The feeling of creating – or recreating – is addictive and the results can often be dramatic with just a few hours spent with needle and thread.” Perhac also notes that the number of enthusiasts interested in learning how to sew is on the rise.

Manufacturers, sewing groups, retail stores and instructors often offer special products, sales, classes or events for National Sewing Month and consumers can check for happenings in their area or even organize an event of their own. To assist in promotion, official National Sewing Month posters, flyers and logos are available for download free of charge at 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. Visit them at www.sewing.org, www.TrainedSewingInstructor.com and www.sewtrendy.com.

The American Sewing Guild, Inc. (ASG) is a not-for-profit education based organization, founded in 1978. ASG is 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 of all skill levels, serving as preservers of the sewing arts in America, promoting community engagement through service projects, sharing sewing arts with new generations and being key participants in both consumer and industry-wide events. Sewing enthusiasts can join a local chapter by visiting www.asg.org.

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