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SewaNew Theme Kicks off Preparations for National Sewing Month 2010

Pittsburgh, PA – May 2010 - The Sewing & Craft Alliance and the American Sewing Guild are once again the proud co-sponsors of *September is National Sewing Month*, an annual 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."

Although sewing fell from favor in the 90's as schools cut out home economics classes, clothing prices dropped and consumers became more interested in wearing a "designer" rather than a "design," the adage that everything old is new again couldn't be more true. Building on a spark that started after 9/11 and grew out of a do-it-yourself craze, new-to-sewing enthusiasts are now flocking to fabric and sewing machine stores where they are joining a crowd of men and women who are dusting off their sewing machines to rediscover their passion for sewing.

SewaNew, the theme for *September is National Sewing Month 2010* shines a fresh light on the choice to enhance your personal style through fabric and machine. It's no secret that sewing is the hottest new hobby. 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. Those returning to sewing are finding fresh new fabric choices from beautiful batiks to eco-friendly bamboo, as well as patterns that are easier to use and tech-savvy machines that have set-it-and-forget-it style embroidery. While saving money is often the catalyst to get them started, it's the creative satisfaction that keeps them coming back.

In preparation for National Sewing Month, manufacturers, retailers and educators are encouraged to visit the www.NationalSewingMonth.org website to learn about sponsorship opportunities and 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 and www.TrainedSewingInstructor.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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