

*Knit just your average Knit!*

# YarnFest

**Newsletter No: 1 — July 2011**



## **Welcome**

Welcome to our first newsletter, we hope that you enjoy it and you find it useful, we shall be publishing a newsletter each month to keep you updated with our news and topics of interest. You are receiving this document as a result of leaving your address details with us, your details remain confidential and will not be disclosed to anyone else. Should you wish not receive newsletters and us not to hold your address details please contact us by email or phone. We prefer to email newsletters whenever possible though we will be happy post them should you not be connected.



## **A Great Opening Day!**

After a very successful opening we would like to say a big thank you to all of our new customers and hope that you were pleased with our Yarns and accessories. This is just a start and over the next few months we shall be introducing new exciting yarns from other parts of the world starting in August when we shall be stocking the fantastic Noro yarn from Japan.

Our thanks go to Artesano Yarns who kindly donated 50 hanks of quality yarn that were included in our “goody” bags and given to our first fifty customers who spent more than £10 on our opening day.



## **YarnFest Customer Loyalty Rewards Scheme**

In recognition of your custom we are now introducing our Loyalty Rewards Scheme which automatically awards points (one point for every pound spent), after 100 points have accumulated you will receive a voucher for £10 that can be used to make payment for subsequent purchases. This is an ongoing process and your points will continue to accumulate as you spend with us. If you have left your name and address details with us then all you have to do is tell us your name each time you make a purchase and your points will automatically be allocated to your account, your reward voucher will be produced automatically when the 100 point threshold is reached and will be issued to you from the till at your next visit to the shop.



## **Knit and Natter**

Join us in the Hillier Coffee shop each Tuesday afternoon from July 26th. Beryl who runs the shop has kindly agreed that we can hold Knit & Natter meetings from 2.30 to 4.15 pm. You are welcome to join in, meet and make new friends with the same interests. Please patronise our hosts by partaking in their tea and coffee, cakes and biscuits where possible as helping the coffee shop run will ensure that we are always welcome back.



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## **Workshop Courses**

YarnFest is pleased to announce that we will be holding workshop courses starting in August with course for children's handicrafts and knitting courses starting in September. All courses will be run by experienced knitters and craft experts. The following is the current list of events and others will follow and we will keep you advised of our schedule through the newsletter:



### **Children's Workshop**

Wednesday August 17th. Morning course 11.00 – 12.00 Afternoon course 1.30 – 2.30

Suitable children from 4.5 years and upward. The cost is £5.00 per child

Content will cover the basic skills of braiding and how to make friendship bracelets, shoe laces and book marks etc. All materials will be provided. Note parents are expected to remain local during the courses



### **Crochet for Beginners**

Friday September 9th. Morning Course 10.00 - 12.30

A course for beginners to learn all the basic stitches; chains, singles, doubles and trebles etc. This course is a good foundation allowing the option to move to advanced levels. The cost is £15.00 including all materials.



### **Hand Knitting Basics and Beyond**

Saturday October 22nd. All day course 10.00 - 4.30 (with break for lunch)

A course for total beginners and those with a little experience, provides an excellent foundation for advancement and fulfilment of your knitting skills. The cost is £35.00 per person.



### **Bin End Basket**

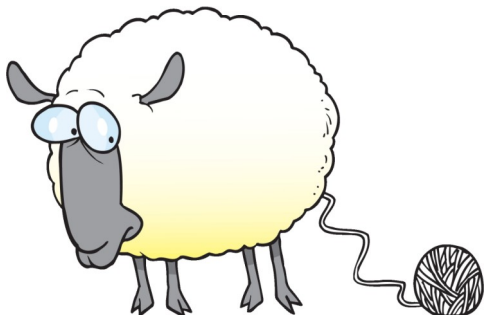
See our "Bin End basket for a selection of high quality small quantity hanks and balls at 20% discount, ideal for that small project that is quick to complete.



### **Felt Animals**

See our locally hand made felted teddies, dogs, cats and chickens. Each takes 7 hours to make and are true master pieces. Not toys but quality and fun characters. Dogs also made to order.

**Open 7 days - Monday to Saturday 09.00 am to 05.30 pm. Sunday 10.00 am to 4.30 pm**



***YarnFest***

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