

Lion Brand Yarns' Guest Speaker Program Is a Big Hit in the Big Apple

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Manhattan, New York - September 04, 2007 - Lion Brand's Vice President Jack Blumenthal and Technical Editor Jackie Smyth met with over 75 crocheters at the August meeting of the New York City Crochet Guild. Guild members were treated to an insider's view of the yarn industry that included stories behind popular yarns, fashion trends in knitting and crochet and a look into the future of crochet. Each guild member that attended the meeting also received a gift bag of goodies, compliments of Lion Brand Yarn. Mr Blumenthal and Ms Smyth were very impressed with the insightful comments and questions that guild members had for them during the question-and answer-portion of the meeting.

"It's really a privilege for us to be invited to these meetings." said Jack Blumenthal Vice President of Lion Brand Yarn "Anytime we can have a dialog with our customers, it always gives us a tremendous insight into what they are looking for in future products and how we can improve our services to serve them better."

Knitting and crochet clubs, interested in participating in the Lion Brand guest speaker program, need to have at least 50 members and be located in the New York Tri-state area (New York, New Jersey and Connecticut) to qualify. To schedule a speaker engagement, clubs should contact Jack Blumenthal at Jack@lionbrand yarn.com. Each club is encouraged to include detailed information about their organization. Availability is on a first come first served basis and each club must meet the minimum qualification requirements.

Contact info:

Ilana Rabinowitz

Ilana@lionbrand yarn.com

+12018043999

About Lion Brand Yarn Company

Lion Brand Yarn Company is a 129-year-old entity and is America's oldest hand knitting yarn brand. Founded in 1878, the company began operation in New York and has been a leading supplier of quality hand knitting and crochet yarns ever since. Throughout its history, Lion Brand Yarn has been at the forefront of yarn trends while consistently providing its customers with the highest quality product, service and inspiration.

About the NYC Crochet Guild

The New York City Crochet Guild is a chapter of the Crochet Guild of America. The CGOA is a not for profit educational organization dedicated to preserving and advancing the art

of crochet. The New York City chapter meets on the first Thursday of each month at the Church of the Good Shepherd, which is located at 240 East 31st Street, between 2nd and 3rd Avenues in Manhattan. Doors open at 6 p.m., and the meeting begins at 6:15 and ends at 8:30. Guests are welcome and the first meeting attended is free. For more information, visit nyccrochetguild.org

[You can find this press release here](#)