

## Vanna White talks about her love of crochet and her association with Lion Brand yarn in January 15 podcast

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Manhattan, New York – January 15, 2008 - In the January 15th podcast, fans of knitting, crochet and Vanna White can find out how an appearance on Johnny Carson and a basket of yarn started a 13 year relationship for Vanna as the spokesperson for Lion Brand.

The interview featuring Vanna White is the 7th YarnCraft audio (STET) from Lion Brand since they began podcasting in October of 2007. In less than four months, Lion Brand's podcasts have become extremely popular with listeners with nearly 100,000 downloads of the first 6 programs, making it one of the top craft related programs distributed by itunes.

Listeners to program 7 are in for a rare treat including detailed insider stories about Vanna from David Blumenthal, the CEO of Lion Brand. In one story, David recounts an incident at the first trade shows that Vanna attended on behalf of Lion Brand. Mr Blumenthal recalls Vanna on stage crocheting in front of the public and the media... "people just flipped because Vanna is a crocheter. It's not like she was going into one stitch at a time, she was whipping the stitches. People were just enamored, and they were saying, 'she really does crochet!'"

In one of the more interesting tidbits from the interview with Vanna she recalls that during her first few years with Wheel of Fortune, she kept a written record of every Afghan she made. Before losing track, she remembers that the number was over 70 including one special Afghan she created for Pat Sajak. The interview also explores Vanna's growing relationship with Lion Brand, which in recent years has culminated in the publication of several books on crochet as well as an entirely new line of yarn called "Vanna's Choice". Also included is a candid discussion of her charitable work with the Saint Jude Children's

Research Hospital as well as her gift giving of Vanna crocheted creations to friends and family.

"After listening to this podcast many people are going to have an entirely different view of Vanna White." said David Blumenthal CEO of Lion Brand yarn. "She's a genuine, down to earth, caring person and we are very honored have her as the spokesperson for Lion Brand yarn."

Be sure to check out the January 15, 2008 YarnCraft podcast featuring Vanna White at: [yarncraft.lionbrand.com/](http://yarncraft.lionbrand.com/)

Accredited media interested in discussing this release in more detail are encouraged to contact Ilana Rabinowitz at [Ilana@lionbrand.com](mailto:Ilana@lionbrand.com) to schedule an interview.

Media contact:

Ilana Rabinowitz

V.P. Marketing

Lion Brand Yarn Company

34 West 15th Street

New York, NY 10011

212 243 8995 x152

About Lion Brand Yarn Company

Lion Brand Yarn Company 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.

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