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**Handweavers Guild of America, Inc.**

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## **Handweavers Guild of America Receives Constant Contact's 2012 All Star Award Recognizing four consecutive years of achieving exemplary marketing.**

**April 3, 2013**

**SUWANEE, GA – Handweavers Guild of America, Inc.**, which seeks to increase awareness of and appreciation for the fiber arts, has received the 2012 All Star Award from Constant Contact®, Inc., the trusted marketing advisor to more than half a million small organizations worldwide. Each year, Constant Contact bestows the All Star Award to a select group of businesses and nonprofits who successfully leverage online marketing tools to engage their customers. HGA's results have ranked among the top 10% of Constant Contact's international customer base.

Founded in 1969 to inspire creativity and encourage excellence in the fiber arts, the Handweavers Guild of America, Inc., brings together weavers, spinners, dyers, basketmakers, fiber artists, and educators. HGA provides educational programs, conferences, and an award-winning quarterly publication, *Shuttle Spindle & Dyepot*, to its members.

"We're happy to be recognized by Constant Contact for achieving strong marketing results and connecting with our members," said Suanne Pasquarella, President of HGA's Board of Directors. "We believe that relationships matter. Constant Contact's tools have helped us to engage our community with excellence for four years in a row."



### **About Constant Contact®, Inc.**

More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. To learn more, please visit [www.ConstantContact.com](http://www.ConstantContact.com) or call (781) 472-8100.

Constant Contact looked at the following criteria to select this year's All Stars:

- Level of engagement with email campaigns and events
- Open, bounce, and click-through rates
- Event registration rates
- Use of social sharing features
- Use of mailing list sign-up tools
- Use of reporting tools

"We're honored to recognize HGA as an All Star," said Gail Goodman, CEO of Constant Contact, "and to be able to shine the spotlight on their achievements in 2012."

**For more information about HGA, visit:**

**[www.weavespindye.org](http://www.weavespindye.org) or call (678) 730-0010.**