

Spinning and Weaving Week October 2-8, 2006

Press Release Number 4

*****PRESS RELEASE*****

For Release: Before October 1, 2003
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LOCAL BUSINESS TO GIVE AWAY WEAVING LOOM

Highlighting its participation in Spinning and Weaving Week, October 4-10, The Sheep to Shawl Shop will hold a drawing for a weaving loom on Saturday, October 9, at 3:30 p.m.

The loom, handcrafted of solid pine, is suitable of weaving cloth for garments, rugs, purses, and other items up to 20 inches wide in any length. It is manufactured by Linda Looms, Ltd., of Millville, and has a value of \$250. Linda Looms, President of Linda Looms, will be present for the drawing.

Anyone may enter the drawing by visiting Sheep to Shawl during Spinning and Weaving Week. The shop, located in the Riverton Craft Mall, is open Monday through Saturday, 9-5. The winner need not be present to win.

Spinning and Weaving Week is an annual event sponsored by the Handweavers Guild of America, Inc., a member organization of individuals and affiliated guilds in all states and in 28 countries.

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Note: Most businesses celebrating a grand opening, an anniversary, or other special occasion, give away something of value to potential new customers through a drawing. The bigger and more desirable the item, the more new traffic it will draw. Think about giving away free tuition for a class, a small (or large) floor loom, table loom, or rigid heddle loom, or even some yarn. Weigh the wholesale value of your prize against what an equal amount of newspaper or radio advertising costs. Put a big sign in your front window. Make your shop very inviting for someone to walk into from off the street. Put the prize on display. Have an exhibit of items woven by last year's winner. Make a banner. Get some colored flags from a used car lot. Try it!