

August 2013

For Immediate Release

Inspired to SEW emagazine is about that moment of inspiration. What inspires you to sew? Does it happen when you are looking for a special gift? When a new baby is born? When you need a unique outfit? Maybe you were inspired to sew by a class you took or a blog you read? Something you experienced on a vacation? Maybe you saw something on Pinterest?

Rhonda Pierce, Executive Editor, says “The intent of *Inspired to SEW* is to provide a glimpse into the creative heart of today’s most talented sewing and quilting artists.

Why do they sew? What inspires them? Where do they get their ideas? How do they get ‘into the zone’? Where and when do they do their best work? We want to examine and experience their moments of inspiration.”

Inspired to SEW emagazine will feature interviews with sewing stars, fabric designers, authors, teachers, sewing enthusiasts and bloggers from around the world — sharing their behind-the-curtain moments of muse.

The premiere issue of *Inspired to SEW* shines a light on three of the hottest fabric designers in the industry today — Pat Bravo and the Swirly Girls — Susan Emory and Christine Van Buskirk. Rhonda Pierce says, “The internet is full of how-to patterns and projects. We want *Inspired to SEW* to have a fresh point of view — to see creativity at the moment of inspiration — when you are compelled to sew. Because, no matter what your skill or your taste — inspiration is the thing that all sewing and quilting enthusiasts share.”

To Store Owners: Euro-notions — the North American distributor of SCHMETZ home sewing needles and Grabbit Sewing Tools — is pleased to announce the launch of *Inspired to SEW* emagazine. *Inspired to SEW* will officially launch as a monthly magazine in January 2014 — and is available FREE to any sewing or quilting store. We all want the same thing — and *Inspired to SEW* will inspire your customers to sew and shop in your store. You do not have to give us your mailing list — you send out *Inspired to SEW* yourself, using Constant Contact, etc. YOU can easily add a paragraph about what’s happening in YOUR store before sending *Inspired to SEW* to your own mailing list. Sign up by sending an email to customerservice@euronotions.com or contact Rhonda Pierce directly.

Sew SCHMETZ!

Rhonda

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