

APRIL 12TH,
2018

NEWS FROM THE HIVE



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LYS DAY:
SATURDAY, APRIL 21ST



Saturday, April 21st
9 am to 4 pm



Local Yarn Store Day is a bricks-and-mortar yarn shop appreciation day

created by TNNA Yarn Group (The National Needlework Association.) This is the inaugural LYS Day and is designed to show support for fiber shops across America--it's the yarny version of Small Business Saturday. In old times, the yarn shop was a hub of activity and a meeting place in the heart of every small town across the country. It's the place we all gather to create and to share and to commune with each other--this community is alive and well and we are so lucky to be a part of it. We haven't had a party since Christmas; **LYS Day** is the perfect opportunity to celebrate the return of Spring with our favorite customers--
you!

Here's a little sampling of what you can expect next Saturday:

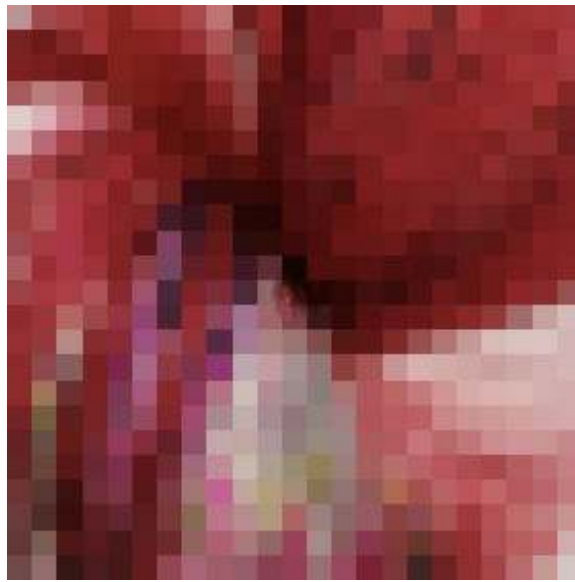


(an amazing gift basket--valued at over \$250!)

-a brand new, custom **wood-burned needle gauge** for everyone who walks in the door
(will also be included in ALL online orders placed on 4/21)

-**\$50 in FREE punches** on your frequent customer card
(in-house only)

-an **exclusive colorway** from one of our favorite indie dyers
(a bit of a sneak peek!):



-a **HUGE gift basket** (pictured above) filled with yarn and accoutrements, **valued at over \$250.**

For every \$10 you spend, you'll receive a ticket to win this basket;

**the more you spend,
the better your chances to win!**

(And YES, all online orders on 4/21 will be entered to win, too!)

-a shop full of new yarns and gifts--we've got goodies that are streaming in every single day.

The shop is chock-full...and it just keeps coming!

PLUS.

Three other huge (HUGE!) surprises that are not related to LYS day will be dropping on both Friday and Saturday--you receive separate emails on both days with some MAJOR announcements.

(They're a really, really big deal.)

Can't be with us? While LYS day is designed to show support for your local bricks-and-mortar store, there are so many of you who consider us your home away from home--and we can't thank you enough. We'll have something special for you online, too. (Wink, wink.)

Watch your inboxes very early next Saturday morning for a treat

meant just for our out-of-town locals.

Click [HERE](#) for more information--we can't wait to celebrate our little shop with you.



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*Wool & Honey is a bricks-and-mortar yarn shop located in Cedar, MI,
just 15 minutes west of Traverse City,
 smack dab in the middle of The Most Beautiful Place in America.
 We love cherries, wine, beautiful beaches and you guessed it--yarn.
 Can't stop in to see us? We ship worldwide every day.*

www.woolandhoney.com

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