

APRIL 14TH,
2015



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wool & honey
yarn, fiber and other sweet delights

THE SLEEPING BEAR YARN CLUB: MAY 2015 URSA MAJOR



"Though my soul may set in darkness, it will rise in perfect light;
I have loved the stars too fondly to be fearful of the night."

-Sarah Williams

We are thrilled to announce the May selections for the **Sleeping Bear Yarn Club**. Dyed exclusively for us by Anzula Luxury Yarns in California, we are so pleased with this deep, velvety blue yarn.

***** order by April 15th *****



May's delightful little package will include a skein of Anzula Squishy (80% superwash Merino wool, 10% cashmere, 10% nylon--385 yds), a Navy Impression Jasper stitch marker and your choice of the Milkweed Shawl, Luna's Moonlight Socks or the Galway Girl Baby Sweater, as well as the free gifts for NEW 12-month members and thank-you gifts for Year Two members.*

Read all about the free gifts and how to sign up for the **Sleeping Bear Yarn Club below....*

THE SLEEPING BEAR YARN CLUB: YEAR TWO



We can hardly believe it, but it's been exactly one year since we launched our revolutionary yarn-of-the-month club, **The Sleeping Bear Yarn Club**, based on the breathtaking beauty of Leelanau County. Our initial (and we thought lofty!) goal was to *perhaps one day* expand to 100 members....we currently have over **150 members** and continue to add more every single month!

We've introduced you to new dyers--big and small--who have created our exquisite colorways that only a handful of knitters in the world are lucky enough to own. We've challenged you with new patterns from up-and-coming knitwear designers, giving you a host of new patterns to add to your library. You carry a small handful of semi-precious stones in little pouches that dangle from your knitting like tiny jewels and remind you of home. Or, as they say, the home of your heart.

However.

This club would be nothing without its members!

We wouldn't have had the chance to work with any of these designers or dyers if it hadn't been for the enthusiasm of our members. You've helped open the door to new opportunities, both for the club and our other yarns, kits and gifts throughout the shop and online. We have SO many plans for this year and the years to come--all because of you!

We know it's no small commitment to sign up for a year's worth of yarn, projects and stitch markers. You may have turned down other projects--or even clubs--for the opportunity to experience Leelanau County in yarn form. You've said, "Yes" to every colorway, pattern and stitch marker we've introduced and for that, we want to say, "Thank You."

Each member who signs up for a second year of membership to The Sleeping Bear Yarn Club will receive:

- A **NEW** logo shopping tote that fits into its own stuff sack, designed by Chico Bag. Like all of our logo bags, bring this with you when shopping in the store to receive **\$1 off** your total purchase every time!

- A discount coupon for **5% off everything** at Wool & Honey, both online and in-house (increased from 3% for Year One)
- A **\$50 gift certificate** to use toward any future purchase, both online and in-house (again, **Thank You!**)



*this bag can be purchased for \$11.95 in May
(for members or non-members)*

And the club prices will continue to stay exactly the same.

\$32.95/month for local pickup

\$39.95/month for delivery right to your doorstep

The kits you'll receive every month will also arrive in the same way they did throughout Year One--a 100-g skein of fingering weight yarn, your choice of shawl, sock or baby sweater pattern and a semi-precious stone stitch marker. The colors--and dyes--we have lined up for the next twelve months are just as incredible as (if not more so than!) Year One.

Not sure if your subscription is set to expire?

If your first yarn was the Peninsula Cherry Blossom, then that means you! Give us a call if you have you can't remember; we'll also be touching base with each of you throughout the next few weeks to make sure no one's subscription will expire without notice.

But I signed up for a 12-month membership in August.

What happens when I'm ready to sign up for Year Two?

Exactly the same thing. These "Thank You" gifts will be given to EVERY SINGLE member who signs up for a second year membership to the club, regardless of when you first signed up.

We hope that you know how much we appreciate each and every one of you and that you're just as excited as we are to begin another year of inspiration from The Most Beautiful Place in America!

Sign up for the **Sleeping Bear Yarn Club** **HERE.**

**Not a member yet? Read all about the club--and the free gifts you'll receive with your first 12-month membership-- below....*

THE SLEEPING BEAR YARN CLUB



What if you could have a little piece of Leelanau delivered your home every month? Introducing the **Sleeping Bear Yarn Club**, a year-round yarn club created for knitters who love Northern Michigan and the beauty it represents.

We are partnering with hand-dyers--big *and* small--to bring you exclusive colorways dyed to our specifications, based on some of the loveliest vistas in the Midwest. We can't give it all away yet (that's part of the fun!), but some of our dyers include Dream in Color, Lorna's Laces, Three Irish Girls, Fleur de Fiber...and many, many more.

What Does The Club Include?

FREE Gifts for 12-Month Members Only:

- 1. A large logo tote bag.**
- 2. A commemorative logo stitch marker.**
- 3. A discount coupon for 3% off EVERY purchase made at Wool & Honey, both in-store and online.** (We think this is reason enough to sign up!)

Every Month:

- 1. One 100 g skein of fingering weight yarn.** The bases will change every month; think superwash wool blended with bamboo, silk, Seacell...even sparkles!
- 2. One semi-precious stone stitch marker in a coordinating color,** made by our favorite local jeweler, Liz Saile.
- 3. One printed pattern.** Choose from of a pair of socks, a shawlette or a baby sweater. Can't commit to one type of pattern every month? No problem--call us and we'll make sure you get exactly what *you* want.
- 4. 10% off original retail price.** All of these items (the yarn, the stitch marker and the pattern) are at member discount prices.
- 5. A preview of the next month's club offerings.** This gives you the option to choose your

favorite pattern, add more skeins to your order or even send your box to a friend!

How Much Does The Club Cost?

\$32.95/month for local pickup

\$39.95/month for USPS Priority Mail delivery

Pre-order NOW to hold your spot for the May 2015 shipment. After that, your credit card will be charged on a monthly basis--on the 15th of the month, the day we ship the yarn to you. And for those interested in ***an even better deal?*** If you choose to prepay for your subscription, you will receive additional discounts; the longer the subscription, the higher the discount.

	Retail Price	Member Price	Paid In Full
3 months	\$119.85	\$98.85	\$93.85
6 months	\$239.70	\$197.70	\$182.70
12 months	\$479.35	\$395.40	\$355.40

(Prices shown are for the pickup option)

Become a member of the Sleeping Bear Yarn Club HERE.

Read all the details and FAQs HERE.



WOOL & HONEY

(231) 228-2800

woolandhoney@gmail.com

http://www.woolandhoney.com

*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

