

APRIL 21ST,
2018

NEWS FROM THE HIVE



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LYS DAY:
SATURDAY, APRIL 21ST

(that's today!)



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

Saturday, April 21st
9 am to 4 pm

We've been telling you for weeks how amazing today is going to be and it keeps getting better. And not just for locals. While LYS Day was created for customers to show support for their 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.

This is our BIG surprise:

For one day only--until 11:59 p.m.--we're having **an online sale**. We don't usually have sales (ever!) but it's our way of saying thank you for your loyal support.

15% OFF online and phone orders*

enter coupon code:

lyslove

at checkout to receive 15% off

OR

mention this coupon code when calling **(231) 228-2800**

*Pro tip for locals: you guys can get in on allllll the action. This email is going out long before the shop opens, so if you're in the mood to double dip--get the online deals PLUS the in-store perks, well, we think that'd be pretty smart.
(Wink, wink.)*

And there's more...

-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--while supplies last)

-**\$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 at the top of this email) 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!)

-and of course, a shop full of new yarns and gifts

PLUS.



Blue Moon Ice Cream is opening today...just for us!

We can't wait to see you.
It's going to be a day for the history books.

**The discount will not apply to the Sleeping Bear Yarn Club*

***Please be patient with us as we expect to have an EXTREMELY busy day. Customers will be streaming through the doors, the phone will be ringing off the hook and we'll be printing and filling online orders as they're coming in. Please know that we will do everything in our power to get your orders to you, but we may run into inventory issues due to sheer volume and simultaneous purchases. Don't fret if this happens! We'll be in touch and make everything right with you.*

We appreciate you and your support more than you will ever know.



WOOL & HONEY

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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.*



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