

AUGUST 4TH,
2015



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wool & honey
yarn, fiber and other sweet delights

**SATURDAY NIGHT'S PARTY:
A KNIT-A-LONG KICKOFF**

**Saturday, August 8th
5 to 8 pm**



By now we hope you've had the chance read a bit about our first ever Knit-A-Long and that

you might be ready for more details before Saturday evening's kick-off party. We know that at Wool & Honey, we focus quite a bit of our knitting energies on smaller projects, and while one-skein projects will always rule our heart, we don't want to neglect those of you who're ready to tackle something more. We also know that sweaters can be hard--the fit, the cost, the time....we get it. Which is why we think you will absolutely love the combination we've picked out for **our first Wool & Honey Knit-a-Long (KAL)**: the Lucinda Sweater from Carrie Bostick Hoge in Acadia, an exquisite dk-weight tweed in Merino, alpaca and silk from the Fibre Company. If this KAL doesn't get you in the mood for sweater knitting, we're not sure *what* will.

Because everything you need to knit this sweater will be 15% off--the book, the needles AND the yarn. The average savings per sweater is \$30--and that's just on the yarn!

We'll start this Saturday, August 8th with a party from 5-8 pm. At the party, we'll have a sample Lucinda sweater on display (and available for you to try on, of course!), as well as a skein of every colorway of the Fibre Company's Acadia yarn....as well as treats, of course! You'll order the yarn (and needles, if you need them), pick up a copy of the book, and the yarn will arrive in the store (or straight to your doorstep!) with plenty of time for you to cast on on September 1st.

Our Knit-A-Long will run for exactly one month--from September 1st through September 30th. We'll be devoting our Thursday evening Open Knitting to the Lucinda KAL throughout the month of September--we'll be here to help you if you get in a rut or need help navigating the pattern, but primarily it'll be a chance for us to motivate each other.

Because there are prizes for every single person who finishes a sweater.

When you're done, we'll expect to see finished shots of you and your sweater! **Every single participant who completes their sweater will receive a Beltane Shawl kit pictured below (the pattern and one skein of the Fibre Co. Meadow)--a \$35 value.**

And.

Every single participant who completes their sweater will be entered in a drawing **to win a \$50 gift certificate to Wool & Honey, to use in-house or online.**



What if I'm not in Northern Michigan on August 8th? No problem!

We're offering this amazing deal to all of our customers, even those who are far away.

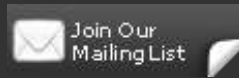
We'll email you a link on Saturday, August 8th so that you can order your supplies online **at 15% off for one week** (through the 16th)--plenty of time to be shipped to you for the official cast on on Tuesday, September 1st. **Every single order qualifies for free shipping.** So whether you live locally and can't be here to pick it up or you live in Virginia and want to play along (and get a sweater's worth of yarn at a discount!), **shipping is at no extra cost to you.**



The Lucinda pattern is from **Madder Anthology 2** by Carrie Bostick Hoge and it's the first of four sweaters we'll be knitting from this book over the next twelve months. You're welcome to join us for any number of these sweaters--or all of them. Our goals are many: to help you build a collection of sweaters you'll wear for years to come, in an affordable fashion, while introducing you to the everyday luxury of the Fibre Company yarns. By knitting in this way, you're creating a habit--finishing a large project in a manageable

amount of time with a group of people who are nearby (even if it's virtually!) who help to keep you accountable. When the year is through, you'll have four (4!) gorgeous sweaters to show for it--and all of them at a *very good price*.

We know it's going to be a *wonderful* year.



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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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