

AUGUST 8TH,  
2015



# NEWS FROM THE HIVE

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wool & honey  
yarn, fiber and other sweet delights

 A KNIT-A-LONG KICKOFF

***Order now through Sunday, August 16th***



It was so great to see so many of you tonight at our KAL kick-off party and are so

impressed with the number of people who signed up--we look forward to seeing your sweaters!

Introducing 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! \*\*\*Enter coupon code **KAL15** at checkout.\*\*\*

Click **HERE** to order the yarn. \*\*\*Enter coupon code **KAL15** at checkout.\*\*\*

Click **HERE** to order the book. \*\*\*Enter coupon code **KAL15** at checkout.\*\*\*

We have a sample Lucinda sweater on display at the store (and available for you to try on, of course!), as well as a skein of every colorway of the Fibre Company's Acadia yarn, so if you live locally, you'll still have time to come see the yarn in person before you order. Order the yarn (and needles, if you need them), 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.**

**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.**



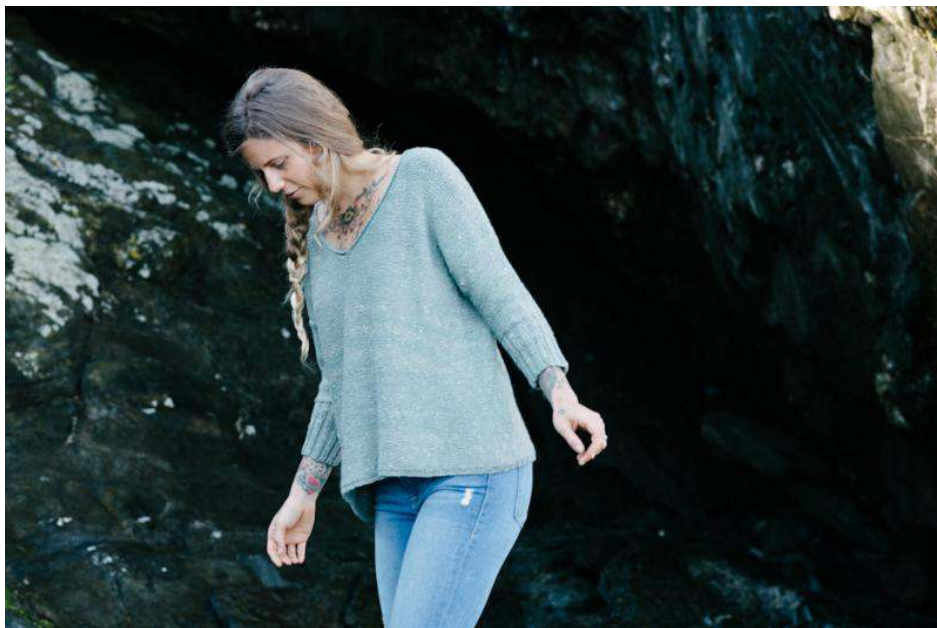
**What if I'm not in Northern Michigan on August 8th? No problem!**

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

We're taking online orders for one week **at 15% off for one week** (through Sunday, August 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.**

Click **HERE** to order. \*\*\*Enter coupon code **KAL15** at checkout.\*\*\*





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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](http://www.woolandhoney.com)

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