

MAY 17TH,  
2018

# NEWS FROM THE HIVE



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OUR ANNUAL ANNIVERSARY PARTY:  
18 YEARS YOUNG



**SATURDAY, MAY 26th**

# 9 am to 4 pm

## our annual Memorial Day anniversary party

18 years in business. 18! Can you believe it?!?

(And yes, every *single* time we talk about the fact that it's our 18th anniversary, someone starts singing Alice Cooper, and pantomimes air guitar. We can't help it.

*[We like it! Love it! Like it! Love it!]*

Sorry.)

### **Memorial Day weekend marks a huge anniversary for Wool & Honey.**

18 years as a specialty wool shop in a tiny, charming town a Petoskey stone's throw from Lake Michigan. We've seen everything you can think of--novelty yarns, Alice Starmore sweaters, Sock Summit, indie dyers who've come and gone, Patternfish, the vast and amazing world of knitblogging....Remember when you had to wait for an invitation from Ravelry to get an account?!? (We're number 32,188--and there are now 7,872,609 registered users as of this writing.)

The knitting world has changed so drastically over the past 18 years, but what *hasn't* is our fiery passion for traditional handwork and beautiful yarns that tell a story and the role each of you play in this community. A community that extends far beyond our happy yellow door, into living rooms and kitchens and coffee shops worldwide. Between customers who've placed online orders to others who've made the pilgrimage to our Cedar storefront, we have friends--*good friends*--all over the world because of this little thing we like to do with two sticks and some string.

Which, as it turns out, isn't so little after all.



You know how when you turn 18, it's alllll about the new-found freedoms?!?  
While we won't be passing out cigarettes at the door, we're planning on introducing a wickedly indulgent amount of yarn and gifts for a weekend of unrestrained knitting pleasure.

***Here's a little sampling of what to expect...***

**-an exclusive (surprise!) free gift for every customer on Saturday**  
*(which will also be included with ALL online orders placed throughout Memorial Day weekend)*



-a vast, scintillating selection of **hand balms, luxury soaps and lip balms**  
from **Tuft Woolens**  
*(handcrafted from essential oils and organic ingredients in Ohio)*



--**Nice & Knit kits and yarns** in speckled, springy colors  
*(the Adventurous Wrap, pictured above)*



**--18 colors of Little Fox Yarn Vixen**

fingering weight 80/20 SW Merino/silk

400 yds--100g

*(shown here in Loganberry)*



-a full restock of **Six & Seven Fiber Alfalfa**

*(shown here in a colorway we picked for Andrea Mowry's 'What the Fade' shawl)*



**-over 20 colors EACH in Stitch Together Smooth Sock and Stitch Cloud**  
*(shown here in Kiss the Concrete)*



**-12 colors in Lichen and Lace Matte Sock and 18 colors in 1-ply Superwash Merino Fingering**

*(shown here in Faded Roses on Matte Sock, one of the nicest sock yarns I've ever had the pleasure of knitting with. EVER.)*



**-restocked shelves bursting with Hedgehog Fibres Sock**

*(we're back to a dizzying collection of speckles)*



-new colors in **Quince & Co. Sparrow**, a fingering weight linen that makes for the ultimate summer knitting



-an entirely refreshed **pattern selection**  
*(Seriously. We must have 100 patterns in the shop we've never had before.)*



-a new tea for our collection, which we'll have brewed for your sipping pleasure

-a **HUGE gift basket** 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 throughout Memorial Day weekend will be entered to win, too!)*



-And quite possibly our favorite item:  
**a scratch-off lottery ticket with every purchase.**  
And not just *any* gas station lottery ticket.

**Every single ticket** has the key to one of these six knitterly surprises:

***You will win either:***

- 18% off your next purchase
- \$10 off your next purchase
- A three-month subscription to the Sleeping Bear Yarn Club
- A set of precious stone stitch markers
- 50% off your next purchase

**and ONE lucky winner will receive  
100% off your next purchase**

And just as we'd done on **LYS Day**, we'll be offering something special throughout the weekend for our online customers who can't be with us.

*Stay tuned for more info.*



**WOOL & HONEY**  
(231) 228-2800  
thebuzz@woolandhoney.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](http://www.woolandhoney.com)

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