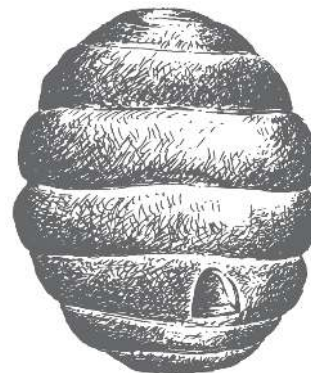


NOVEMBER 20TH,  
2017

# NEWS FROM THE HIVE



[THE WEBSITE](#) [THE BLOG](#) [INSTAGRAM](#) [FACEBOOK](#) [RAVELRY](#)

WOOL & HONEY

YARN



FIBER

AND OTHER SWEET DELIGHTS

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**THANKSGIVING WEEKEND AT WOOL & HONEY**



Thanksgiving is Thursday....*already*. A time of year when we're reminded to slow down and be thankful for the things and people we have. And that means *you*.

Each and every one of you plays such an important part of our lives. We can't imagine where we would be--as shop owners or people--without your influence. You each bring your own spark to this community--our hive--and we love you for it. ***Thank you!***

Thanksgiving weekend is also the official kickoff to the Christmas season and we know that some of you dread it. Between the cards, the cooking, the parties, the obligations, the rush....it's just too much.

*It doesn't have to be that way.*



Here's a thought: instead of rushing around Thanksgiving weekend, scrambling for the best deals at all hours of day and night, why not spend a little time on yourself? Instead of beating back the crowds, wouldn't you rather spend your precious weekend doing what you love? How about spending a whole weekend with other knitters, finishing (or starting!) a few knitting projects--and picking out unique gifts for everyone on your list?

We're here to help you manifest the best Christmas season you've ever had.

We know December is jam-packed--it always is. Our goal is to help you tackle that long to-do list with simple gift ideas, kits to knit (or to give!) and offer these at an incredible value to help ease the pressure in the weeks to come. This year, let's spend the holiday season focusing on **joy**.



## **Friday, November 24th, Black Friday**

10 am to 5 pm

20% OFF storewide\*

*\*from 10 am to 2 pm ONLY*

20% off?!? Yup. It's the only time ALL YEAR when we'll have a sale on regularly priced yarns, patterns and gifts. And it's only from 10 to 2. Come in throughout the day to sit and knit with us--we'll have hot coffee and treats, ideas and knitting fellowship--our idea of a perfect kickoff to a holiday weekend.

**Don't live locally?** At the same time, we'll be having **an online sale**--stay tuned for a coupon code in your inbox early on Friday, November 24th.\*

*\*These sales, of course, will be on a first-come, first-serve basis and limited to what's in stock. No special orders, no additional discounts.*



**Saturday, November 25th: Small Business Saturday--**

9 am to 5 pm

double punches all day long

+

free holiday gift for every customer

(while supplies last)

Double punches mean for every dollar spent, it's worth two dollars on your Wool & Honey frequent customer card--it's the best way we could think of to honor our loyal, local following. Once your punch card is full [\$250 spent in the store,] it can be redeemed for a \$25 gift certificate....which would come in handy, both during the rest of the holiday season or for yourself in the New Year. The free gift you'll be receiving? You're welcome to keep it or give it as a gift--and cross off one more person on your list!



**Monday, November 27th: Cyber Monday**  
an exciting surprise we've been waiting to introduce for  
**YEARS**

Truly. This surprise has been years in the making...and that's all we're going to say about that. Watch your inboxes first thing on **Monday, November 27th** for all the details.

Starting to feel festive? You just *wait*.



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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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