

NOVEMBER 26TH,
2015

NEWS FROM THE HIVE

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**THANKSGIVING WEEKEND:
NOVEMBER 27TH & 28TH**

We have a little something extra to be thankful for today....



Cecily Elizabeth Neddo

born on 11/22/15 at 11:09 a.m.

5 lbs, 13 oz--18 3/4" long

Liz, Chad and Cecily are at home, happy and healthy.

We are so, so thankful for their little family.

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Instead of rushing around this 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 27th, 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 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.

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Saturday, November 28th: 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!

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**Monday, November 30th: Cyber Monday
surprise new yarn, patterns
+
a deal that will knock your handknit socks off**

...and that's all we're going to say about that. Watch your inboxes first thing on Monday morning for all the woolly details.

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**Saturday, December 5th---Christmas Party
5 pm to 8 pm
treats, holiday merriment and a special knitty gift**

This Christmas party will be full of some of our favorite ways to have a party--snacks, sweet treats, bubbly--but it also will be our January Sweater KAL kick-off party.



The Lucia Hoodie, by Carrie Bostick Hoge--our January 2016 KAL selection

We'll have our Lucia Hoodie on display, as well as sample skeins of all the colors of our featured yarn, the Fibre Company Cumbria, so that you can pick out your sweater for the January 1st cast on. We know it's hard to wrap your mind around thinking about yourself during the holiday season, but please do. We like to think of it as the carrot at the end of the rope--once you've got all your holiday knitting out of the way, your fingers will be itching for a long winter's project--something for you. (This would also be a suggestion to your sweetie if they're looking for a gift for you!)

A quick reminder: **the entire pattern book and the Knit-A-Long yarn will be available to you at 15% off**--an incredible way to knit a sweater for yourself at a brilliant price.

We'll be taking pre-orders for a week and offering this phenomenal deal to our online customers who'd like to participate from afar, so watch for more details in the next few weeks.

Happy, happy Thanksgiving, friends--from all of us here at the shop.

We love you!



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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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