

APRIL 4TH,
2018

NEWS FROM THE HIVE



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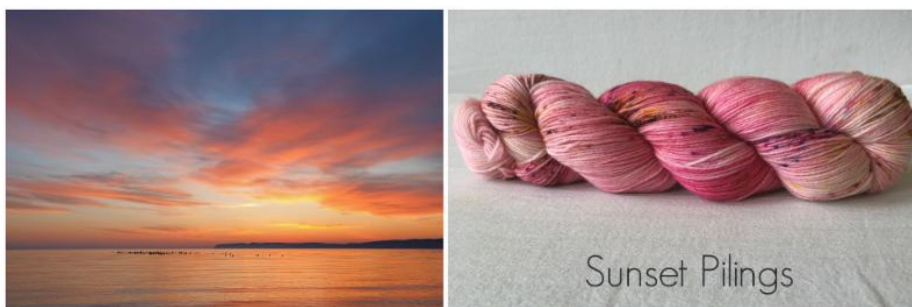


THE SLEEPING BEAR YARN CLUB:
YEAR FIVE



We are thrilled to announce the May 2018 selections for the **Sleeping Bear Yarn Club**. Dyed exclusively for us by Brittany of Machete Shoppe in Pennsylvania, this speckled pink beauty is the happiest yarn we've featured in a long time--just looking at it brings us major joy! The base is a sumptuous blend of superwash Merino, cashmere and nylon, which will knit into the softest shawls, cozy socks and squeezable baby garments.

****** pre-order by April 15th ******



May's delightful little package will include a skein of Machete Shoppe Cash Sock (80% superwash Merino wool, 10% cashmere, 10% nylon--435 yds, 100 g), a Rhodochrosite stitch marker and your choice of the Igneous Socks, Holbrook Shawl or the Lilianna Baby Cardigan, as well as the free gifts for NEW 12-month members, Thank You gifts for Year Two members and Leelanau Lifetime Members.*

Read all about the free gifts and how to sign up for the Sleeping Bear Yarn Club by clicking **HERE.*



And speaking of FREE gifts...

There are some of you reading this email right now who will be signing up for your fifth year of the **Sleeping Bear Yarn Club**. FIFTH! Who would have ever thought?!? We can't tell you how grateful we are for your loyal support, and really, our club has transformed into what it is today because of YOU. We have almost 300 current club members and we've had more than 650 others join the ride at one point or another throughout the past four years.

As the years go by, the perks for belonging to the club increase.



When you sign up for **Year 2**, your discount coupon moves from 3 to 5%, you'll receive a Wool & Honey **notions bag** (pictured above), plus a \$50 gift certificate to the shop, to spend either in-store and online.

When you sign up for **Year 3 (and beyond!)**, we consider that a **Lifetime Leelanau Member**. Your discount coupon stays at 5%, one month out of the year, you can add an extra skein to your order and we send you an original gift that will change throughout the years--2018's gift is **a white ceramic bee mug**, complete with a stainless steel tea infuser, as pictured above.

And even better? Five-year members will receive all of these things--the discount coupon, the extra skein and the year's free gift--PLUS a copy of **Carson Demer's highly acclaimed book, Knitting Comfortably-The Ergonomics of Hand Knitting**. We want you to keep knitting...and to stay pain-free while doing it!

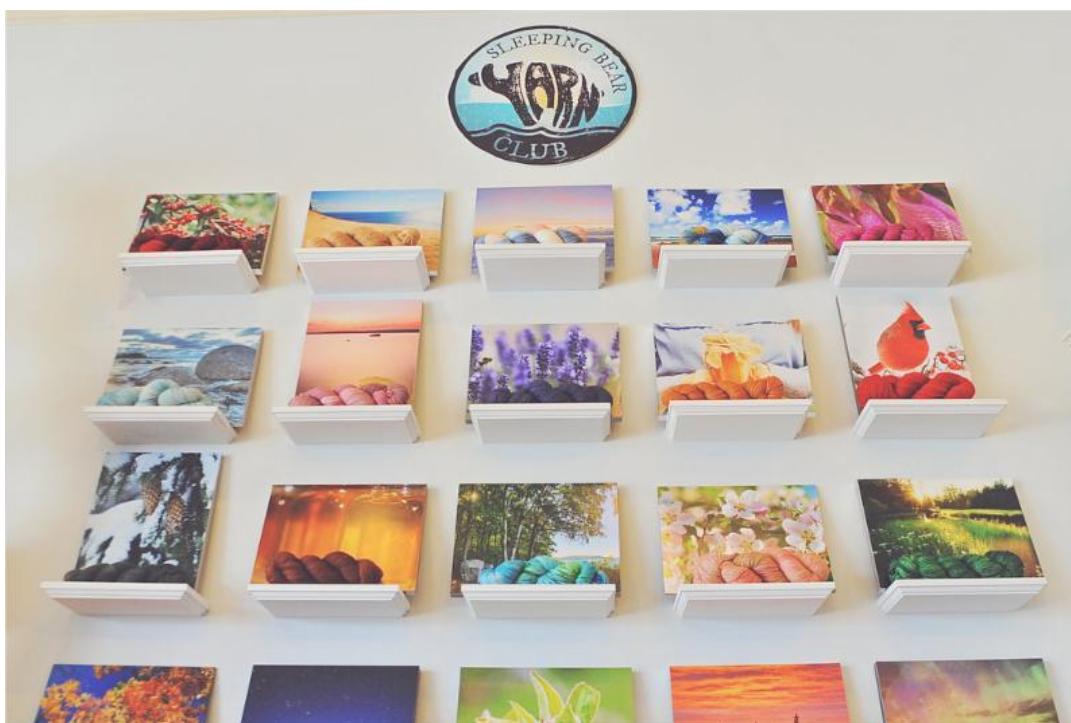


You'll notice, too, a slight price increase in the shipping portion of club. The base pricing of the club stays the same--\$34.99/month--but shipping has increased exponentially in the two years since we've raised our shipping prices. We know you understand that it's necessary to change our pricing in an effort to continue to bring you the very best, and that we would only do it if it was absolutely essential.

\$34.99/month (local pickup)
\$43.99/month (ship)

Sign up for the Sleeping Bear Yarn Club **HERE.**

THE COLORS OF LEELANAU:
COLORWAYS FROM THE FIRST FOUR YEARS



Because our club continues to grow every month, there are many, many customers who've only just joined us--and have missed out on some of the previous months. And almost everyone has said that they'd love to get their hands on at least **one more skein** of one colorway or another.

So. We're opening up the opportunity for everyone who has been hoping to get another go at one--or more!-- of our exclusive yarns. We reached out to the brilliant dyers who've produced colorways for our Sleeping Bear Yarn Club to produce a limited edition run for the spectacular colors from the first four years.



L to R: Mishigami, Peterson Park, Empire Beach Glass, Sunset Bluffs, Budding Apple

And, as always, these yarns are available to you at 10% off retail prices.

However. You must be **a Sleeping Bear Yarn Club member.**

We've said from Day One that these colors are exclusive to our members and we still stand by that. Before you can order any of the colorways below, you first have to join the club.

After that, you can order any of the colors between now and April 15th.

After that, they may be unavailable forever.



L to R: Sleeping Bear Meteor Shower, Sailor's Delight, Isadore Lilac, Francisco Morazan, Dune Climb

Club memberships are available for 3, 6 and 12 months,
with the ability to pay monthly, quarterly or in full.
A current membership of any kind will grant you access to
the **Colors of Leelanau.**



L to R: Peterson Park, Icy Shores, Painted Trillium

Not a current member?

Sign up **HERE**.

Already a member?

Click **HERE** to order the **Colors of Leelanau**.

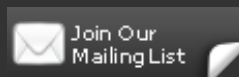
We'll be taking pre-orders for the colors of Leelanau for a VERY limited time--
through **April 15 only**.

Orders will ship with the May 2018 packages.



You'll notice that not every month from the original lineup is included. That's because some of the dyers were unavailable to recreate their original colorway. If you have one of those original skeins, hang on to it like your life depends on it.*

**Er, we mean, knit with it. Who hoards yarn anyway?*



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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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