
AUSTRALIAN QUILTERS COMPANION

EXCELLENCE IN PATCHWORK & QUILTING

Quilt & Craft Crazy

What a month! June certainly was a big one for most of us in the craft industry, with two major craft events held in Sydney.

First up was the Quilt & Craft Expo. 2009 was the first year we exhibited at this event and we certainly had fun! It was great to put so many faces to names; hopefully you managed to catch up with our lovely Editor, Clare, Advertising Managers Rob and Miriam or our Marketing representative, Lauren, who you would have seen on the stand. Another highlight of this show was getting some feedback on our new Mystery Quilt Project, set for release in 2010 — we're glad you are just as excited about the extra sales that this will encourage as we are!

A short week later was the Sydney Craft & Quilt Show at Darling Harbour. As usual, this event was big. We had a great deal of success, increasing on our previous year's subscriptions by 216 per cent. What a fantastic result for a show that was held in the middle of a bitterly cold June. So much for the GFC!

With this round of shows over and done with, it is time for us to set our sights on the next craft show on the calendar, and for us that will be the Sydney Stitches & Craft Show, held from the August 19–23. We're really excited to see firsthand all of the changes Living Creatively has brought to this series of events and look forward to seeing you there.

And the winner is...

We were very excited to receive two awards at the annual Quilt & Craft Awards Expo. This means a great deal to us, particularly because they are voted for by you, the retailers — and your support is invaluable to us. *Quilters Companion* was voted Most Inspiring Magazine and Universal Magazines was awarded Best Overall Service by an Australian Magazine Publisher. "It is a real thrill to be recognised," Clare Mooney, Editor, says. Thank you all very much for voting; without your support our magazine would not continue to go from strength to strength as it does.

Ssh! Keep it quiet!

Quilters Companion has a secret! In 2010, we will be releasing our first Mystery Quilt Project, which we just know readers are going to love. This quilt will feature the gorgeous Sommerset Cottage range of fabrics designed by the talented Robyn Pandolph, with the material being stocked by Dayview Textiles.

The list of designers is huge: Kerrilyn Gavin, Michele Hill, Sue Cody, Linda Steele and many more! These talented artisans will design one block each for publication in *Quilters Companion* magazine. However, this Mystery Quilt Project won't just be



confined to the page; instead, it will thrive across many fields of media, with an instructional DVD on needleturn appliqué and Deborah Louie will provide an introduction to free-motion quilting and demonstrate how she quilted the mystery quilt. There will also be a tile on our website promoting the program.

At the end of the project the quilt will be raffled, with all proceeds going to the Cystic Fibrosis Foundation. To find out more and register for a materials list, contact Lauren at lmckellar@universalmagazines.com.au.

**For information on our exciting
advertising packages contact:**

Rob Jordan

National Advertising Manager

Ph: (02) 9887 0359

Email: rjordan@universalmagazines.com.au