

## Advertising Copy

Note: When you can print in color write Needle and Thread. When you are limited to black-and-white, write Needle and ThREAD.

Shop owners participating in the Bookmark Challenge are free to use the following blurbs, in part or in full, in any digital, print, or hitherto unknown marketing medium:

- ◆ Help us meet the challenge! We're collecting hand-stitched bookmarks March 20 through May 8 to donate to the [name of library or school] during Children's Book Week. Share the joy of needlework and encourage a child to read.
- ◆ Join the Needle and Thread: Stitching for Literacy campaign and celebrate Children's Book Week! Stitch bookmarks for children between Mar. 20 and May 8. Introduce them to needlework while encouraging them to read.
- ◆ Introducing new bookmark patterns! Funk & Weber Designs, My Mark Designs, and Rosewood Manor have released patterns for the Needle and Thread: Stitching for Literacy program. When you purchase these patterns, and future patterns in the Needle and Thread bookmark series (oh yes, there will be more!), a portion of your money will be donated to libraries, schools, and literacy programs.

In addition to the bookmark fund-raising series, Funk & Weber Designs has challenged shops across the country to collect hand-stitched bookmarks from March 20 - May 8 and donate them to a local library or school during Children's Book Week, May 12-18. What a great way to introduce kids to needlework and encourage them to read!

We have accepted the challenge and now we need your help! Will you stitch a bookmark to reward a child for reading? Every bookmark pattern counts. Please attach a slip of paper to your bookmark with your first name and the title of a favorite book. We want each bookmark to be a personal gift. We will donate the bookmarks to [name of school or library].

Visit the shop for further details and bring your bookmarks in between March 20 and May 8.