

Lion Brand Yarn Company unveils its new Branded Lion Brand Yarn Shop at A.C. Moore Arts & Crafts in Nottingham, Maryland

Lion Brand Yarn Shop to feature large selection of Lion Brand Yarns and iPad accessibility for inspiration.

October 10, 2012 (FPRC) -- Lion Brand Yarn announces the grand opening of its first branded Lion Brand Yarn Shop in an A.C. Moore Arts & Crafts supply store at 8115 D Honeygo Boulevard, Nottingham, Maryland on October 14. In addition to offering the largest selection of Lion Brand yarns outside of its retail store, the Lion Brand Yarn Studio in New York City, the Lion Brand Yarn Shop in A.C. Moore is home to an exclusive Lion Brand Yarn inspiration center. The inspiration center will have iPads available for easy access to Lion Brand's extensive pattern library, which features over 4,700 free knitting, crocheting, weaving, loom knitting, and crafting patterns.

'From our own branded store, we learned that yarn crafters respond very positively when our yarn is presented in a visually enticing way, along with inspiration and ideas for creative ways of using yarn. We are very excited about the fact that in addition to free printed patterns in the store, iPads will be used to access a library of thousands of free patterns as well as educational videos,' said David Blumenthal, chief executive officer of Lion Brand Yarn Company.

The Lion Brand Yarn Shop will open with a 'yarn cutting' ceremony, and the first 50 shoppers to arrive will receive a Lion Brand Yarn tote bag filled with goodies. In celebration of the opening, several events will be taking place in the store from 9:30 a.m. to 2 p.m. on October 14. There will be 'make and take' areas where shoppers can participate in hands-on crafting activities, giveaways every hour, special sales, and a live demo of the Martha Stewart Crafts™ Lion Brand Yarn Knit & Weave Loom Kit.

About Lion Brand Yarn Company:

Founded in New York City, Lion Brand Yarn is a 134-year-old brand and America's oldest hand-knitting yarn brand. Throughout its history, Lion Brand Yarn has been at the forefront of yarn trends while consistently providing its customers with the finest quality products at affordable prices. Visit LionBrand.com.

About A.C Moore Arts & Crafts:

With 141 stores along the East Coast, A.C. Moore Arts & Crafts, Inc. brings families together for fun through creativity. To locate your local A.C. Moore Arts & Crafts, visit <http://www.acmoore.com/>, www.facebook.com/acmoore, twitter.com/officialacmoore and www.youtube.com/officialacmoore.

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