

# Quilt Sampler



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## **Local Quilt Shop Featured in Better Homes and Gardens® *Quilt Sampler*® Magazine**

DES MOINES, IA – Sewing Seeds Quilt Co., a quilt shop in New Ulm, Minnesota, has been chosen as one of the 10 featured shops across the United States for the Spring/Summer 2015 issue of *Quilt Sampler*® magazine, published by Better Homes and Gardens.

*Quilt Sampler*, published twice a year, has been profiling North America's top quilt shops for the past 20 years. Quilt shops submit a detailed application on their history, business promotions, charitable work, teaching schedules and design philosophies. A panel of quilt experts led by Linda Augsburg, editorial content chief of *American Patchwork & Quilting*® magazine, narrows down the applications to 10 featured shops for each issue. The names of the selected shops are kept secret until January 2, 2015 and the shops are officially unveiled at spring International Quilt Market.

Competition to be included in *Quilt Sampler* is keen. Nearly 3,000 quilt shops are eligible to apply for this year's honor. Sewing Seeds Quilt Co and the other 9 shops chosen were photographed and interviewed by a team from *Quilt Sampler*, and a multi-page profile of the shop will appear in the issue, which will be available on newsstands on May 5, 2015. Employees of each quilt shop also design an original quilt for the magazine, and the full-sized pattern for the quilt appears in the issue of *Quilt Sampler*.

*Quilt Sampler* has proven to be a huge success, and early, out-of-print issues are collector's items. Chosen shops are inundated with visitors and requests for the shop's quilt patterns and fabrics. Quilters are known to try and visit all the shops in each issue, getting the signature of each shop owner in their copy of the issue. This issue will also have a special feature to celebrate the 20<sup>th</sup> year of *Quilt Sampler*.

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The art of quilting has changed dramatically since the days of quilting bees in church basements, with quilting enjoying a major renaissance across the country. A Quilting Consumer Insights study, completed in 2011 by *American Patchwork & Quilting* magazine, reports that the U.S. quilting market is comprised of 4.2 million avid quilters. Further research shows that readers of *American Patchwork & Quilting* spend an average of \$1,165 per year on quilting supplies and complete nearly 11 projects per year. This group is overwhelmingly female, well educated, affluent, and have been quilting for almost eight years.

For additional information on *Quilt Sampler*, or for an interview with *American Patchwork & Quilting* editorial content chief Linda Augsborg, contact Lori Eggers at Better Homes and Gardens Crafts Group at 515/284-2874 or at [lori.eggerts@meredith.com](mailto:lori.eggerts@meredith.com).

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