

10/28/2011

### In This Issue

Warm Up America & Blankets for Canada Demo Event  
New Classes and Projects



This edition of *Jenny's Notes* covers answers to questions asked about the Warm Up America/Blankets for Canada demo event, as well as, new class and project links.

**Exciting news!!** This wonderful demo event was mentioned in this week's Michaels ad! Michaels management plans on continuing to promote the Discover Knit & Crochet Class Program in their ads once a month in 2012.

As always, thank you for all your hard work

## Warm Up America & Blankets for Canada Demo Event

### November 6th, 1-3pm

We have received numerous questions from Discover instructors about the [Warm Up America](#) and [Blankets for Canada](#) demo event, and following is additional information from Michaels management.

*All details of the event can be found on Mooglee in the November Classroom Playbook. Please get with your store manager to obtain a copy. The following information can be found in the Playbook:*



#### General Info

- \* Demo will promote the kickoff of Warm Up America/Blankets for Canada charity drive.
- \* You should also promote and drive **ALL** knit and crochet classes during demo.
- \* Demo participants may make a square "on the spot" to donate if they have the skills or interest to do so.
- \* Stores should create a collection bin for squares.
- NOTE: Michaels plans on making this an ongoing project so the collection box will always be up.**
- \* Completed squares and blankets may be dropped off by customers throughout the year at the store.
- \* When enough squares have been collected, work with store manager to hold a joining party. **The first joining party should be at the end of January, first of February.**



\*When the joining party has been scheduled, set a deadline for turning in squares and help get the message out to

and continued dedication to the Discover Classes. Feel free to [contact me](#) anytime with your thoughts, ideas or questions and [please send me pictures](#) of you teaching or doing a demo, your storyboard, or anything class related, including fliers you have made to promote your classes. You may be featured in our next newsletter!

Jenny Bessonette  
Director of Discover  
Classes

### Quick Links...

[Craft Yarn Council](#)

[Discover Classes](#)

[Warm Up America](#)

[Blankets for Canada](#)

[Discover Instructor Forum](#)



customers about the deadline.

\*Volunteer or give store manager potential volunteers to hold a joining party to complete blankets. **After the first joining party, it will be up to your store to set dates for any future joining parties.** You can schedule when you receive a lot of squares and it's time to join them.

### Charity

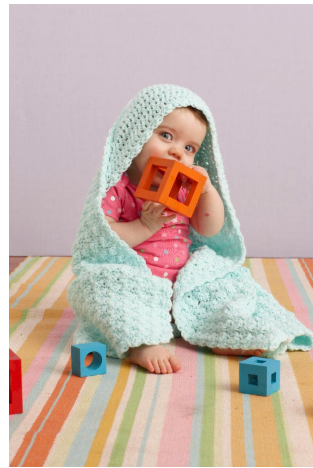
\*Each store will select a local charity to receive the completed blanket(s).

\*Store managers have been asked to work with you and customers to find a local charity to receive completed blankets.

## New Classes and Projects

### NOW ON THE DISCOVER SITE!!

The nine, new Discover knit and crochet class projects are now on the [Discover instructor website](#). There are four new knit projects and five new crochet projects, as well as, the highly anticipated **Discover Time for Knit and Crochet open-ended class**. In this class, Discover instructors create their own 2½ hour class curriculum to assist students from Discover classes who still need assistance completing a project, to present a new technique or project, or to organize a class to answer specific crochet questions.



Discover Baby - Lion Brand Hooded Textured Baby Blanket

**All new classes are 2 1/2 hours and \$25 for the students, including the Discover Time for Knit and Crochet class.**

**Please visit the [Knit and Crochet Curriculum and Project Downloads](#) sections of the [Discover instructor website](#) for more details on all new classes and the project downloads.**

Work with your store manager to add these classes to next month's calendar!

**NOTE to Canada instructors:** There are some yarn substitutions for two of the new crochet projects. See the [Crochet Curriculum](#) page for more details.