



Warm Woolies Newsletter

Summer Edition July, 2009

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Dear Knitters,

We have two exciting new projects to announce! The first is a joint effort with Lands' End to knit special yarn they are donating into warm clothes and blankets to deliver to homeless children and families on tribal reservations in time for the holidays. The second involves a small flock of very special fiber friends and, you guessed it -- a contest! Read the details below.

Warm regards,
Kimberly Turnbow

Lands' End and Warm Woolies FeelGood Knitting Campaign!

Lands' End and Warm Woolies have partnered to kick off a national knitting campaign to create warm items for homeless

families on tribal reservations. We are looking for 150 knitting volunteers willing to knit with the exclusive Lands' End FeelGood yarn. Lands' End will ship the yarn directly to qualifying volunteers.

The initiative is part of Lands' End's national campaign to support the new collection of FeelGood sweaters and accessories sold at Lands' End and landsend.com. For each FeelGood item purchased beginning on September 1st, Lands' End will donate yarn to knitting volunteers in an effort to warm up homeless families across the country.

DETAILS

- The first 150 knitters who provide complete information and agree to the terms of the contest will be included.

TO QUALIFY, send Warm Woolies an [email](#) with "Lands' End FeelGood" in the subject line.

- Include the following information in your email:
 - your name
 - your street address, city, state and zip (No P.O. Boxes, addresses must be within the United States)
 - your email address
 - your phone number
 - **KNITTING GROUPS ARE ENCOURAGED TO PARTICIPATE!** Please provide contact/shipping information for **one** member, and note that they represent a group.
 - *incomplete emails will not be considered*
 - Warm Woolies will respond to your email within 3 days to let you know if you made the FeelGood team.

THE YARN

- FeelGood yarn is 55% cotton, 20% wool and 25%

microfiber, and yes -- **it feels good!**

- **This yarn and fiber content are for this campaign only!** Otherwise, **all** garments still need to be at least 80% animal fiber.
- Lands' End is putting up the yarn for us in worsted weight on 2.5 - 3 pound cones. It comes in jewel colors -- they'll choose colors for us.
- Our test knitters used the yarn for worsted weight patterns, and double-stranded it for bulky weight patterns.
- The yarn is machine washable, making it ideal for baby blankets and infant and children's wear.

THE TERMS

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Lands' End will mail 7-10 pounds of FeelGood yarn to each qualifier **at no cost** during the first week of September.

- All yarn must be used for the Lands' End and Warm Woolies FeelGood Knitting Campaign.
- **For this campaign only** we will accept hats and scarves in addition to sweaters, vests, socks and blankets.
- We need all sizes -- newborn (*not* preemie) through adult.
- You can follow any of our posted patterns or choose your own.

Please select patterns on the basis of [warmth, coverage and closure](#).

- You must send finished pieces all in one box marked "FeelGood Campaign" to be received by Warm Woolies no later than December 14, 2009. Ship to

- Warm Woolies
FeelGood Campaign
5572 E. Mansfield Ave.
Denver, CO 80237

- Warm Woolies will deliver the finished pieces to homeless children

and families on tribal reservations in time for the holidays.

GRATITUDE

- Warm Woolies is extremely grateful to Lands' End for making this opportunity possible!
- **If you'd like to give a unique and meaningful holiday gift,** knit in honor of a friend or family member. If you include a note with your finished pieces telling us the name and mailing address of up to three special people, Warm Woolies will send them each a holiday letter letting them know what you've done. Holiday letters will be mailed Friday, December 18. You'll feel good, they'll feel good, and the people who receive your knit pieces will feel very, very good.



SOME OF OUR NEW FRIENDS

We have some very special new friends at the [Queens Zoo in New York](#). The two pictured above are part of a flock of fifteen fiber animals at the zoo whose fleeces are being processed into wool for Warm Woolies. We anticipate receiving about 20 pounds of 2-ply worsted weight yarn in the fall and are planning projects for this wonderful yarn.

We'll reveal more detail about the flock in upcoming emails. For now,

we have a small **CONTEST!**

- The first 5 knitters who correctly identify the two breeds pictured above will receive four skeins of custom mill spun alpaca yarn.
- Send us an [email](#) with "BREEDS" in the subject line and your guess in the body of the email-- 1 email per knitter.
- **We will notify winners ONLY.** If you do not hear, you either guessed incorrectly or were not in the first 5. **PLEASE do NOT email asking if you won.**
- We'll reveal the correct answers and contest winners in our August email newsletter. **GOOD LUCK!**



Our thanks to Scott Silver (photo above), the Director at Queens Zoo for partnering with Warm Woolies on this project. **Special thanks** to Julie Larsen Maher, Staff Photographer, Wildlife Conservation Society, Bronx Zoo for taking these photographs.

Winners!

More Winners!

So far this year, we've sent prizes to fourteen "Ten for Ten by 2010" winners and nineteen "Six for Six" winners. Great job!

We continue to thank those of you who are following Warm Woolies' [donation acknowledgment policy](#).

You can "enter" one time per month by sending in a box that complies with the policy. We'll keep track of qualifiers and select **TWO** on the last day of each month. Prizes will be an assortment of needles, yarn, patterns, books and notions -- our choice. One "entry" per person, per month, so there is no need to mail pieces separately.

June Winners: Helen B. of Marquette, MI and Melanie E. of Cincinnati, OH

Congratulations to all of our winners and our thanks to all of you who are participating!