



ANNOUNCING THE FIRST LOCAL YARN STORE DAY

April 21, 2018

Local Yarn Store Day is an industry-driven program which allows wholesalers and manufacturers to show their support for small businesses by creating one-of-a-kind products and programs just for participating local shops. Local Yarn Store Day will feature items from your favorite yarn companies and designers that will only be available at local brick-and-mortar yarn shops. This initiative is envisioned as an annual event with the inaugural Local Yarn Store Day scheduled for April 21, 2018. TNNA will be providing some materials to promote the event, but it's up to all of us to make this a big success!

FOR THE RETAILER

Create a special event! Work with your favorite vendors on unique offerings available only in Brick and Mortar stores! This is our chance to show the benefits of the locally owned Yarn Store to the needle craft enthusiast. As the special dedicated Local Yarn Store Day item is dedicated to this event, we request that all participating retail stores keep these items exclusively to in store sales and that all online selling wait until January 1, 2019.

FOR THE VENDOR

Work with your retailers and create special items and events available only through your local yarn stores! This is our opportunity to drive traffic to your retailers looking for your products! As the special dedicated Local Yarn Store Day item is dedicated to this event, we request that all participating retail stores keep these items exclusively to in-store sales and that all online selling wait until January 1, 2019.

Want to be listed on the website? Visit localyarnstoreday.com for more information how you can be listed as a participating store or a supporting vendor.

Hear about all the latest activities on social media and follow the hashtag [#LYSDay](https://twitter.com/LYSDay) to join the conversation! Learn more about LYS Day at localyarnstoreday.com.

TNNA
THE NATIONAL NEEDLEARTS ASSOCIATION