



Big Apple Knitters Guild
GENERAL MEETING via Zoom
Members Only!
Tuesday, January 12, 2021, 6–8 PM



GUEST SPEAKER: Shira Blumenthal—Brand Ambassador, Lion Brand Yarn Company

Established in 1878, the Lion Brand Yarn Company has been in Shira Blumenthal's family for five generations. Prior to her appointment as a Brand Ambassador for the company in 2015, Shira worked at the Lion Brand Yarn Studio in New York City as a sales associate and instructor, teaching children to knit and crochet. As Brand Ambassador, she now works to promote yarn, knitting, and crochet to the community. She hosts *Tea with Shira* (a YouTube series currently in its sixth season) and *The Shi Show* (a daily live-streaming show on the Lion Brand Yarn Facebook channel), featuring her interviews with people from all walks of life.

In 2018, Shira founded *Hat Not Hate*, an anti-bullying campaign for which knitters and crocheters create and donate handmade blue hats. The *Hat Not Hate* team sends these hats to schools across the nation to promote a message of kindness, acceptance, and inclusion and to prevent childhood bullying. Since the start of the campaign, Shira has collected over 60,000 hats from around the world.

PRESENTATION: Lion Brand Yarn and Design Trends and Color of the Year for 2021

Together with Design Director Jessica Hendrickson, Shira will discuss Lion Brand Yarn trends, the company's Color of the Year for 2021, and the current home and fashion design line-up. A raffle of Lion Brand Yarn bundles will follow. Lucky winners can start 2021 with a colorful, handpicked selection of Lion Brand Yarn.

FOR THIS MEETING ONLY:

*** NO VIRTUAL KNITTING PROJECT HELP SESSION, NO SHOW AND TELL, and NO CHARITY KNITTING BREAKOUT ROOM** (all of which will resume at the next Zoom general meeting on **Saturday, February 13**).

NOTE: BAKG general meetings, workshops, or other BAKG-sponsored events, whether in person or virtual, may be photographed and or recorded by audio and/or video. By your in-person or virtual participation at these meetings, you consent to the photography and/or recording and to the use of your image and/or recording in print and social media.

UPCOMING 2021 MEETINGS

The following meetings will be held via **Zoom**:

Saturday, February 13	Xandy Peters—Designer
Saturday, March 13	Keith Leonard—Yarn dyer and instructor
Saturday, April 10	Jim Cox—Designer and instructor
Saturday, May 8	Alasdair Post-Quinn—Designer and author
Saturday, June 12	Norah Gaughan—Editor in Chief, <i>Vogue Knitting</i>

The format (*in-person at NYSEC or remotely via Zoom*) for these meetings is TBD:

Saturday, September 11	Laura Bryant—Creative Director, Prism Yarns
Saturday, October 9	Trisha Malcolm—Executive Brand Strategist, MEZ Crafts/Rowan
Saturday, November 13	Tabbitha Habould—Owner and breeder, Long Island Yarn & Farm
Saturday, December 11	BAKG Auction



**Big Apple Knitters Guild
PO Box 8009
New York, NY 10116**