



MITTS, KNITS, PITCHES AND STITCHES – IT'S STITCH N' PITCH SM

“Quirky event hosts people who love to knit, crochet and stitch at Major and Minor League baseball games!

Los Angeles, CA – March 1, 2010 – “Pass the peanuts, Cracker Jacks® and yarn” or “Did you find my needle and thread?” are a couple of comments you may overhear at any one of the outrageously fun events called Stitch N' Pitch. In the past four years, The National NeedleArts Association (TNNA) has partnered with Major League and Minor League Baseball to host people who love to knit, crochet, cross-stitch, embroider and needlepoint. These promotional events attract thousands of “Stitch N' Pitch fans” every year who are encouraged to bring their needlearts projects to work on during the game. Stitching in public has become a hot trend and seeing groups of people working on needlearts projects in coffee shops, restaurants and other unusual places is becoming a regular sighting.

The quirky nature of the Stitch N' Pitch program has garnered it national media attention, awards and recognition. For the past four years, Stitch N' Pitch has received amazing media coverage in major news outlets like *New York Times*, *Washington Post* and *NPR*. In 2009, Stitch N' Pitch was a finalist in the PR Week Non Profit Awards for “Best Event PR” which recognizes the best public relations campaigns in the country. International attention from the Japanese baseball team, the Chiba Marines resulted in an event that hosted over 600 people in their very first year. This season, Stitch N' Pitch has been invited back to baseball mecca, the Baseball Hall of Fame for the 2nd Annual “Stitch N' Pitch Day” where people can learn the history of Stitch N' Pitch and be taught how to crochet and needlepoint. The Baseball Hall of Fame has accepted a knitted baseball sock into the permanent collection in the Museum.

Patty Parrish, Executive Director for TNNA says, “The Stitch N' Pitch program has really hit a grand slam! We are thrilled that these events get the needlearts into the public eye. As the program grows we have been recognized all over the world by fans who love this event. Stitching is a creative and healthy hobby and we will continue to promote this message.”

Over four years ago, The National NeedleArts Association (TNNA), the non-profit trade organization dedicated to the advancement and promotion of needlearts, formalized the Stitch N' Pitch program. Tickets were sold through TNNA member retailers and wholesalers, needlearts guilds and other interested groups. Word about Stitch N' Pitch quickly spread through local shop email blasts, popular craft blogs and needlearts groups. Utilizing unique guerilla marketing tactics and promotions resulted in massive

groups attending these events. TNNA will continue to expand the program into more international markets and the Minor Leagues.

Stitch N' Pitch will continue to raise funds and awareness for Needle Arts Mentoring ProgramSM (NAMP), NAMP volunteers teach and mentor children, grades K -12, needlearts skills. This season Stitch N' Pitch will also support Needle and ThREAD: Stitching for Literacy, which promotes literacy and needlework. Stitch N' Pitch fans will be asked to stitch bookmarks at games. The bookmarks will be donated and delivered to libraries and schools across the country.

On Stitch N' Pitch Game Day watch carefully and you might "catch" a knitting contest, team mascots wearing handmade colorful scarves, images of men knitting, teaching tables full of children learning how to needlepoint, a ceremonial first pitch with a ball of yarn and so much more!!

The needlearts is a billion dollar business. Since 2000, the industry has grown over 30% capturing the attention of major TV and movie celebrities, politicians, sport figures, fashion designers, musicians and others.

Go to www.StitchNPitch.com for information about Stitch N' Pitch happenings and photos from prior events and more.

Stitch N' Pitch t-shirts, totes, sweatshirts and accessories are available at CafePress.com/StitchNPitch

TNNA is a non-profit trade organization established in 1974 and is dedicated to the advancement and promotion of needlearts, through trade shows, educational seminars, special events, public relations and professional programs that continue to meet the needs of the industry. For more information, go to www.TNNA.org.

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