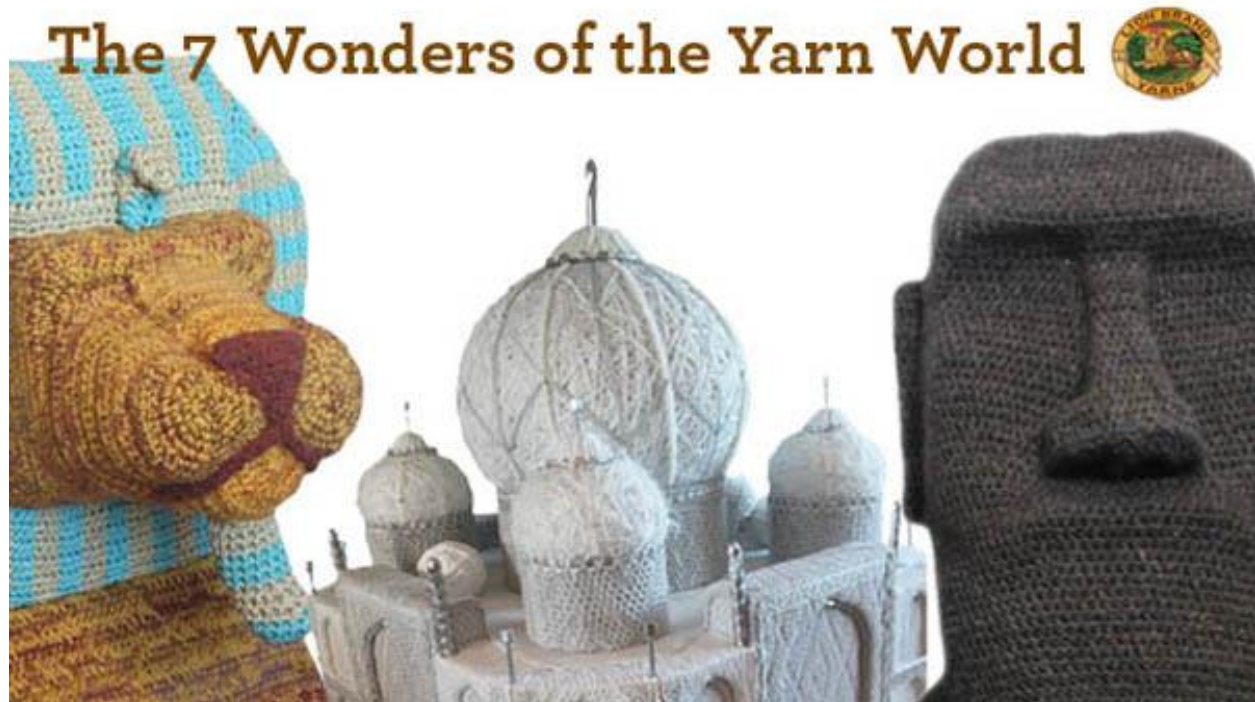


FOR IMMEDIATE RELEASE



**Lion Brand Yarn Company Showcases “The 7 Wonders of the Yarn World” at CHA Winter Tradeshow
and Its Annual Fashion Show Emceed by Vanna White**

New York, NY – January 8, 2014 – Lion Brand Yarn Company presents a fiber art installation at the Craft Hobby Association (CHA) Winter 2014 tradeshow in Anaheim, CA that includes large-scale yarn sculptures representing the 7 wonders of the world, and its annual fashion show featuring the latest trends in knit and crochet for 2014 emceed by Vanna White.

The 7 Wonders of The World sculptures were designed by fiber artist Nathan Vincent. Each sculpture represents a different technique found in knit or crochet. The installations that represent the “7 Wonders of the Yarn World” theme stand about 5 feet high or taller, and include marvels such as the Great Wall of China crocheted with granny squares, an embellished knit Taj Mahal, a lace crocheted Leaning Tower of Pisa, a crocheted Lion Sphinx, and more.

Lion Brand’s annual fashion show will take place in booth 701 and 900 on Sunday, January 12th at noon and 1 p.m. and will highlight some of the year’s hottest trends, such as chunky knits – some created by the latest craze of arm knitting, faux fur, neons, and oversized pullovers. Hosting the show is Vanna White, of Wheel of Fortune, who has represented Lion Brand Yarn Company for over 20 years. Vanna White also offers several signature yarn lines with Lion Brand whose sales include a donation to St. Jude Children’s Research Hospital that as of this date totals over \$ 1.3 million.

About Lion Brand Yarn Company

Founded in New York City, Lion Brand Yarn Company is a 136 year-old family-owned and operated business devoted to inspiring and educating knitters and crocheters with yarns, patterns, how-tos and ideas that elevate their yarn crafting experience. Year after year Lion Brand drives innovation in the yarn business and pursues excellence in the quality of their products.

For more information, visit lionbrand.com.

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