

PRESS RELEASE

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MAKE IT ATTRACTS THOUSANDS OF CRAFTERS *February at FIVE, Farnborough, Hampshire*

Make it attracted thousands of keen crafters during two successful and action packed days. This event is widely known as the biggest event for crafters in the south and 2010 was no exception. Attended by over 6,500 visitors the event saw queues of crafters from far and wide lining up before the show opened, all of them wanting to be first in line to see the array of inspirational and brand new crafting kits, materials and tools.

Live demonstrations featured on many of the stands throughout the show are a major visitor attraction. Crafty visitors just love to see new crafting techniques in action and to listen and learn how they too can achieve amazing results. Sonia Blake from Mytchett commented, "We have had a brilliant time, we've found everything we wanted and much more. We love the venue because it's bright and airy and there is lots of space."

Another big pull for visitors keen to learn more are the 'Make it Workshops'. Here visitors can book in advance to attend hour long sessions taught by highly regarded crafting experts. Jewellery making is becoming highly popular among crafters and has provided yet another a new focus for the show. The Beadworkers Guild provided a stunning feature stand and a whole stream of workshops ran by several exhibitors were dedicated to jewellery making. Rachel Parker from Basingstoke said, "I've attended all five jewellery workshops and learnt a lot of new techniques. This is such fabulous show!"

A Mother's Day Cardmaking competition for children aged 4 to 16 years was sponsored with prizes by Stamposaurus, a papercrafting company famous for their own clear stamps, and *Lets Make Cards* magazine. All the fabulous entries were on display. As were the stunning entries for the adult card competition run in association with *Making Cards* Magazine and Craft Superstore.

Among the thousands of enthusiastic visitors were the Mayor and Mayoress of Rushmoor who attended the show on the first day, toured the stands and met with exhibitors and visitors. The local dignitaries were extremely impressed with the quality of the exhibits and the large number of visitors the event attracts to the borough.

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Exhibitors too were delighted with the show. Exhibitor Graham Holt from Oyster Stamps says, "We have had two great days and we are looking forward to coming back to Farnborough next year for another fantastic show." Natalie O'Shea, Independent Stampin Up Demonstrator, also exhibiting adds, "This has been our first Make it and it's been a very successful event for us - we'll definitely be back next year."

For information, please visit www.make-it.org.uk or call 01784 880890.

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