



Crochet Guild of America

Gwen Blakley Kinsler

CL 2003 Conference Chair

P.O. Box 127

Lockport, IL 60441

Phone: 877 852-9190

Fax: 815 463-8212

e-mail: CGOA@crochet.org

Website: www.crochet.org

PRESS RELEASE

For Immediate Release

May 19, 2003

CONTACT: Gwen Blakley Kinsler

4500 Pride Court

Rolling Meadows, IL 60008

(847) 776-3934

crochetkween@aol.com

Crochet: The Cure for Crankiness!

Once associated with grannies in rocking chairs, crochet is becoming the “new yoga” for the 20-30 generation! “Twenty minutes a day the crochet-way” is their mantra and their day is just not complete if the don’t make time to pick up the hook and run fabulous fibers through their hands at least once a day. “People in my age group are very cool if they know how to crochet,” says 34-year-old Shantel Brown a flight attendant who lives in Chicago. In these stressful times, crochet, along with all of the needle arts, is experiencing a boom of popularity. A survey by the National Needlework Association (TNNA) showed that there are five factors fueling this popularity: coolness, creativity, stress relief, passion and new materials.

Scientific evidence shows the healing powers of crochet. Herbert Benson, MD, associate professor of medicine at Harvard Medical School and author of *The Relaxation Response* says, “Our brains respond to stressful situations or mild depression by triggering the secretion of epinephrine and norepinephrine, resulting in a increased heart rate, more depression anger and hostility.” In order to break out of this spiral, Benson recommends any activity “that involves repetition, whether it be prayer, jogging or crocheting. Through repetition comes focus, and other thoughts will come to your mind besides those that are paining you.” Jonathan Cude, a Dallas psychologist, has observed, “Stress is often relieved because it allows us mindlessness, yet forces us to focus on the specific task at hand.”

Passionate about crochet and very committed to spending at the very, very least 20 minutes a day with yarn and hook, the happy and very relaxed Conference Committee of the Crochet Guild of America is busy planning a total immersion weekend for crocheters from all around the country on July 24-27, 2003. It will take place at the Radisson Hotel O’Hare in Rosemont, IL. Gwen Blakley Kinsler, Chair of the Committee, says that a sense of calm comes over her the minute

she begins to crochet. “I have been crocheting for 32 years and I am good at it,” says Kinsler. Like any rewarding hobby, crochet is not only meditative, but it is creative. Gerard Puccio, director of the Center for Studies in Creativity at Buffalo State College, says, “It can powerfully boost your self-confidence.

Not only do they meet once a month as a Chapter at the Rolling Meadows Library, this group of crochet cronies also gets together once a month to plan the conference and once again monthly at Barnes & Noble Schaumburg, to socialize, crochet and to promote crochet books to customers. Because yarn crafts are portable, they can offer small doses of tranquility to alleviate the stress of a delayed flight or a long wait in the doctor’s office. When we give a hand crochet sweater, we may be giving a gift that is not only from the heart but good for the heart too! (Lion Brand Newsletter)