



## Press Release for Apron-icity™ Apron Challenge

For Immediate Release

### Apron-icity™ Offers Design Challenge and Publishing Opportunity

The Fabric Shop Network, the trade association for quilt and fabric shop and online retailers, is proud to announce its new website, [www.apron-icity.com](http://www.apron-icity.com) a sew-er's hot spot and source for "everything aprons on the net and in your city." Dedicated to promoting the romance of the apron all year long, by encouraging apron sewing and creativity, the site has issued its first design challenge.

Designers and designer "wannabes" are invited to create one or more original aprons to submit to a panel of industry judges. They will select winners in some or all of the following categories, depending on the entries received.

- Best Overall...Most Original/Innovative Design
- Judge's Choice (one from each judge)
- Best Theme (chef, garden, sewing, kiddy, etc.)
- Best Use of Fabric
- Best Use of Color
- Best Use of Embellishments
- Best Seasonal/Holiday (Christmas, Valentines, Halloween, Thanksgiving, Easter, New Year's, Mother's Day, etc.)
- Man-style

Winners will be published and recognized at [www.apron-icity.com](http://www.apron-icity.com) and in other publications of interest to sew-ers and quilters. "Seeing your work in the media is such a rewarding and exciting experience," says Harsh, "particularly for new designers who want the world to see what they can create. Exposure on the worldwide web is the perfect way to spotlight their work and encourage more sewing here and around the world."

With aprons a hot topic on popular blogs and a favorite project for new and veteran sew-ers alike, Harsh expects a wonderful selection of apron designs to land on her desk for this challenge and plans to use them online to promote other Apron-icity events and challenges in the future. Making an apron is fast, fun, and easy. An apron is a great project for new sew-ers who want to hone their skills on something that is easy to sew and easy to fit to just about any body with close to instant success and sewing satisfaction. "Whether you don an apron to cook, sew, garden, or indulge in artistic endeavors, an apron is the perfect cover-up and can even make a fashion statement," says Harsh.

Everything you need to know to enter your designs in the Apron-icity™ Apron Challenge is available online at <http://www.apronicity.com>. You can check there too, for special Apron-icity™ clubs, classes, kits, and patterns being offered by quilt and fabric shops across the country.