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FOR IMMEDIATE RELEASE

WITH EYE ON NEW GENERATION OF QUILTERS, OLFA SPONSORS 'YOUNG DESIGNERS' CONTEST

ROSEMONT, ILLINOIS—OLFA[®], the world's leading maker of sewing and craft tools and accessories, is sponsoring the First Annual OLFA Young Designers Okada Award, a national competition targeting a new generation of aspiring quilters.

The competition, conducted under the auspices of the American Quilter's Society (AQS), is designed to encourage a new generation of quilters and is open to quilters ages 18 to 35. Competitors are invited to create a traditional or original quilt, using any quilt-making technique, in a unique interpretation. Finished quilts must be a minimum of 40 inches or more in width and in length.

Four prizes are offered: the Young Designers Grand Prize, worth \$5,000, and first-, second- and third-place winner prizes worth \$1,500, \$1,000 and \$500, respectively. Grand Prize and first-place winners will also receive a crystal bowl or vase.

“Quilting is an art that's readily accessible,” says Debra L. Green, Education Coordinator for OLFA-North America. “But its appeal needs nurturing and encouragement to attract the next generation, and this competition is one step toward bringing young talent to quilting.”

The contest category is named for Yoshio Okada (1931-1990), the founder of OLFA and the inventor, among other innovative tools, of the rotary cutter, introduced in 1979, which revolutionized the quilting and craft industries.

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OLFA YOUNG DESIGNERS OKADA AWARD—2

Winners, who will be selected by a three-member AQS panel of award-winning quilters and quilting authors, will be honored by an OLFA representative before the 23rd AQS Quilt Show & Contest in Paducah, Kentucky, in April 2007.

The OLFA Young Designers Okada Award rules and entry form are available at OLFA-North America's website, www.olfacom.com and online at the AQS website at www.AmericanQuilter.com. Forms will also be distributed at the AQS show in Nashville, Tennessee, in August 2006.

The deadline for entries of photographs or digital images of quilts is January 3, 2007. Contest finalists will be notified by March 5, 2007, and will be invited to submit actual samples no later than April 9. Winners will be announced before the start of next year's AQS, which begins April 25, 2007.

The entry fee for AQS members is \$5. The non-member fee is \$25.

For more information, visit www.olfacom.com.

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