

American Patchwork & Quilting to Auction Nearly 4000 Quilts in Benefit of Breast Cancer Awareness

Online Auction to Kick-off on April 5th with Quilts Donated by Quilters Across the Nation

DES MOINES, IA (March 12, 2007) — On Saturday, September 30, 2006, all across the country more than 1,000 quilt shops held Quilt Pink events attracting many thousands of quilters and their friends. *American Patchwork & Quilting*® magazine is pleased to report that the passion of our local quilting enthusiasts has culminated in thousands of Quilt Pink quilts, with many more yet to come. These quilts are to be auctioned starting April 5, 2007. The auctions will run through mid-October. Following the auction, proceeds will benefit Susan G. Komen for the Cure®.

For more details on the auction please visit www.ebay.com/quiltpinkauction.

In order to coordinate such a large-scale auction of these quilts, *American Patchwork & Quilting* has partnered with Kompolt, a company that has coordinated such illustrious charitable auctions as the Grammy Awards benefiting the MusiCares Foundation, The Jay Leno Tonight Show Harley-Davidson auction to benefit American Red Cross Tsunami and Hurricane Relief Funds, and many more.

The initial expectation was that each of the 1,000 participating quilt shops would contribute one quilt. Based on initial feedback, the magazine anticipates the number of quilts will be closer to 4,000. "It's truly gratifying and exciting to observe this strong enthusiasm coming from so many shops and quilters, especially as we prepare to kick off Quilt Pink 2007," says American Patchwork & Quilting editor Heidi Kaisand. "Quilt Pink Day was a huge success and American Patchwork & Quilting thanks all the shops, guilds, and quilting communities who made this happen."

Sponsors of Quilt Pink Day include Husqvarna Viking, Moda Fabrics, Fiskars®, C&T Publishing, Robinson-Anton Textile Company, OTT-LITE®, The Fabric Shop Network, and HORN of America.

More information about Quilt Pink Day, including a list of participating shops in your area, may be found at www.quiltpink.com. For auction details visit www.ebay.com/quiltpinkauction.

About *American Patchwork & Quilting*

America's #1 quilting magazine, *American Patchwork & Quilting* inspires and instructs quilters of all skill levels with a variety of exclusive projects, valuable tips, new techniques, and creative ways to derive more enjoyment from quilting. Other quilting titles in the *Better Homes and Gardens* quilting family include Quilt Sampler, Quilts & More, and Our Best Quilts.

About Meredith Corporation

Meredith (www.meredith.com) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group features 25 subscription magazines - including *Better Homes and Gardens*, *Family Circle*, *Ladies' Home Journal*, *Parents*, *Child*, *Fitness*, and *American Baby* - and approximately 200 special interest publications. Meredith owns 14 television stations, including properties in top-25 markets such as Atlanta, Phoenix and Portland, and an AM radio station.

Meredith has approximately 350 books in print and has established marketing relationships with some of America's leading companies including The Home Depot, DIRECTV, DaimlerChrysler, Wal-Mart and Carnival Cruise Lines. Meredith's consumer database, which contains approximately 85 million names, is one of the largest domestic databases among media companies and enables magazine

and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet presence that includes 32 Web sites and strategic alliances with leading Internet destinations. Meredith Hispanic Ventures publishes five Spanish-language titles, making Meredith the largest Hispanic publisher in the United States.

About Komen for the Cure

Susan G. Komen for the Cure® was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. Today, Komen for the Cure is an international organization with a network of more than 75,000 volunteers working through local Affiliates and events like Susan G. Komen Race for the Cure® to eradicate breast cancer as a life-threatening disease. A global leader in the fight against breast cancer, the organization fulfills its mission through support of innovative breast cancer research grants, meritorious awards and educational, scientific and community outreach programs around the world. Since inception, together with its Affiliate Network, corporate partners and generous donors, Komen has raised \$750 million for the fight against breast cancer.

For questions about breast health or breast cancer, visit Komen's website at www.komen.org or call the Komen's National Toll-Free Breast Care Helpline at 1-800 I'M AWARE® (1-800-462-9273).

About Kompolt

The original online auction agency, Kompolt (www.kompolt.com) is a marketing agency that concentrates on promoting brands and building brand trust through high-profile, high-value charity auctions. Non-profits, agencies and top brands turn to Kompolt to design, create and manage the eCommerce segments of their Cause Marketing and other promotional campaigns. Clients include: eBay, NBC, ABC, Warner Bros, Mercedes-Benz, Intel, The GRAMMY Foundation, UNICEF, City of Hope, and many more.

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