



Publicity Release

International Beading Week 28th July to 5th Aug 2018

What's it all about?

International Beading Week (IBW) started as a little acorn of an idea, in a Beadworkers Guild meeting some years ago, and has grown and grown into a worldwide event that celebrates our passion for stitching with beads. The original ethos of our idea was (and still is) to educate and encourage the wider public to participate in beading, to support bead traders so we could continue to have an excellent source of supplies and to have some fun sharing our passion with others in our local area.



We're often asked why we chose a week in the summer holidays to celebrate International Beading Week, but there was definitely method in our madness. Obviously we needed to choose a time in the Guild calendar when we could dedicate ourselves to organising activities for the event. This is also a quiet period in the bead shows calendar, which means that traders are less busy, so would have time to dedicate to local events, and hopefully it would boost their business in a slow period. There are lots of events in the summer months that we could all participate in without the necessity of having to organise our own dedicated events. Finally, if our craft is to thrive in the future, there is a real need for us to pass on our skills to younger generations, and what better time to do this than when they are free from the demands of school work?

Going international

National Beading Week (NBW) has been so popular over the last few years that many friends from across the water (both east and west) want to get involved. So this year NBW is being transformed into International Beading Week. We have a brand new email and website address: Internationalbeadingweek.com and IBW@beadworkersguild.org.uk and a new dedicated Facebook page: www.facebook.com/Internationalbeadingweek.

We are so proud of how this event has grown over the years and that beaders from around the world want to participate too, but there is still lots we can do to make this event bigger and better than ever. If you've never participated in NBW/IBW before please do take a look at our website. There are lots of ideas on how you can get involved and so many freebies, it would be a shame to miss out.

IBW Ambassadors

Each year we ask specially selected members of the beading world to become IBW ambassadors to promote beading in their part of the world. The support of our ambassadors helps the Guild to ensure that IBW is promoted as far and wide as possible. So far this year we have ambassadors from the Netherlands, Slovakia, Sweden, Germany, America and the United Kingdom, with more to follow.

Plans for the future

We've lots of ideas for the future, some will happen this year and some may take a little longer to organise. We do need your help to make this year's event bigger than ever. So if you have any ideas or would like to get involved and help out, please do get in contact. You do not have to be a member of the Guild to participate in IBW, it is open to all with a passion for beading.

Beginners' page

This year we will be introducing a new page on the website dedicated to those just getting started with beading. Hopefully this will encourage more to take up beading, but will also provide free resources for those participating in IBW, who want to teach beginners at their events.

Beaded Bead Prize Draw

In previous years the Guild has run a competition for all to participate in but this year we have changed it slightly and will be having a Prize Draw. Our famous beaded bead necklace always attracts lots of attention at shows, and so we want to make more. We are asking beaders to donate a beaded bead to the Guild and for each bead received you will be entered into a prize draw for the chance to win lots of beading goodies. Details of prizes will be available on the IBW website and the prize pot will be added to right up to the start of International Beading Week.

How to enter

Simply make and donate a beaded bead to the Guild, or several beaded beads for more chances to win! It can be as elaborate or simple as you like, you can be a beginner, intermediate or experienced beader, the prize draw is open to all (including non-members) at any stage of your beading journey.

The rules are simple:

- * Bead a beaded bead - it must have a central hole no larger than 5mm and be no longer/wider than 5cm.
- * The Beadworkers Guild will retain all donated beads for display at the various shows we visit and for publicity materials.
- * Every bead must be labelled with your name, contact details, your membership number if you are a member of the Guild and the name of the designer (if it's your own design please state 'own design').
- * You can donate as many beads as you like, each bead will result in one ticket going into the draw.

Please send your beaded beads to:

The Beadworkers Guild, IBW Beaded Beads, 4 Honor Oak Road, London, SE23 3SF, United Kingdom.

All beads must be received by Saturday 28th July and winners of the draw will be announced on Sat 4th August via Facebook and the IBW website.

Membership Offer

The Guild will be offering a special membership offer during IBW. All new members joining during the week will receive a free beading kit, which includes a pattern, all the beads required to complete the project, a needle, thread and a beading mat. This makes the Beadworkers Guild annual membership fee even better value. Visit the shop on the Guild website during IBW to get this special offer (www.beadworkersguild.org.uk) or join at a local IBW event near you.

Info Packs

Free IBW info packs will be available again this year for anyone organising an event in the UK including traders. For those living outside of the UK most of the pack contents will be available to download from the IBW website on the 'Bumph' page. They will contain Guild leaflets, a large printed IBW logo for display, membership offer flyers, membership forms and Beading Basic booklets to give away for free at your IBW event. Please email IBW@beadworkersguild.org.uk or call the Guild on 07484 165 164 to obtain your free pack.

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