

PRESS RELEASE

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CRAFTER'S COMPANION ANNOUNCES NEW BRAND AMBASSADOR

UK-based craft supplies company Crafter's Companion, is pleased to announce the appointment of Lizzy Curtis to its Brand Ambassador team. Lizzy will be a Brand Ambassador for the sewing section of the business, and having experience of a variety of different crafts means Lizzy will be able to bring a wealth of skills and expertise to the role.

Lizzy learnt to sew at the age of 4 when her parents gave her a little sewing machine for Christmas. She was hooked and found she had a natural skill for sewing. Lizzy later went on to run a successful sewing and alteration business, making dresses for a Cambridge-based designer whose work was sold in major retailers in London and New York. Lizzy even created a dress for HRH Princess Diana, an honour she's immensely proud of.

After early retirement, Lizzy worked part time in a craft shop and then joined a major craft company as a TV demonstrator. "A truly remarkable three years" said Lizzy, "Where I learned my TV demonstrator trade. My paper-crafting career took off with my appearances on Create & Craft TV and now Hochanda.

"When I met Sara I felt I had a massive support network straight away. I knew I wanted to stitch again, to demonstrate and to share my ideas, and Sara could not have been any more positive that this would be an exciting adventure for us all. I am extremely delighted to join Crafter's Companion, a company with a massive pedigree, fantastic products and amazing opportunities for their customers to enjoy new innovation and design. I'm so looking forward to this next stage - bring it on!"

Sara Davies MBE, founder of Crafter's Companion, said "We're so pleased to have Lizzy on board to join our Brand Ambassador team. We can't wait to begin working with Lizzy and feel her enthusiasm and talent will be a perfect fit for this role.

"Lizzy will work primarily with our sewing products, but her experience across many different craft platforms, including her career in papercraft, means that she will be able to turn her hand to all kinds of different areas of the business to educate and inspire our customers."

Crafter's Companion, which was founded by Sara in 2005, specialises in manufacturing and distributing innovative craft products and tools, which are sold online via its website, in independent craft stores and on TV shopping channel Hochanda.

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