



News Release

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Create and Craft announce Halo visionary sponsorship for World Scrapbooking Championships

Create and Craft, the award winning multi – channel craft retailer, are excited to announce their new partnership with The Academy of Scrapbooking and Arts, beginning with their debut event The World Scrapbooking Championships 2018. As halo visionary sponsor Create and Craft will be supporting the event from its launch in September 2018 until the championship finals which will be hosted by Create and Craft at the beginning of 2019.

The championship will bring together scrappers and crafters from all over to the world, inviting them to compete in a number of tasks. Create and Craft will be working alongside industry experts to judge these tasks, enabling customers to qualify for the finals.

Elena Consonni, Creator and Creative Director of The Academy Scrapbooking and Arts comments “We are very happy to announce this partnership, having the most important television and media platform in the world of the Art & Craft sector at our side from the first edition means that the project is well conceived and will achieve high levels of exposure across all of Create and Crafts strong marketing channels. We look forward to collaborating together to make this a stand-out event for years to come”

More information will be released about the event over the coming weeks, the championship is open now to entrants, sign up today at www.academyscrapart.com

ENDS

Notes to Editors –

Create and Craft, part of the Ideal Shopping Direct Group, is an award winning multi – channel craft retailer. Create and Craft broadcasts live on TV and online in the UK and US to over 70 million homes. *It offers paper craft, jewellery, sewing, cake decorating and knitting products. Create and Craft is part of Ideal Shopping Direct Limited, one of the UK’s leading multi-channel home shopping retailers with a growing team of 700 based in Peterborough, UK. Ideal Shopping Direct is the most prolific broadcaster of live television in the UK and the No1 direct retailer in craft in the UK. Create and Craft and its associated brands won in nine categories at the 2017 International Craft Awards including; Best TV Shopping Channel For Crafts, Best Craft Website, Best Craft Blog, Best for Quality and Best for Customer Service.*

US customers access Create and Craft via its dedicated channel on Dish TV channel 221, Roku, Apple TV, Amazon Fire, Android or Apple apps via createandcraft.com 24hrs a day.

UK customers access Create and Craft via Freeview channel 23, Sky channel 683, Freesat 813, Virgin 748, Apple TV, Amazon Fire, Android or Apple apps and via createandcraft.com