



January 19th 2017, Phoenix, Arizona USA

The 1st Scrapbooking World Championship is coming!

The world of scrapbooking is growing worldwide and now a global platform is launched to bring scrapbookers, retailers and industry together The Academy of Scrapbooking & Arts!

The *Academy of Scrapbooking and Arts* has been created to promote scrapbooking in all its forms and colours all over the world. The Academy will engage with the global community of scrapbookers, gather them by an online platform and organize local and international events. With millions of people practicing scrapbooking, there is an opportunity to coordinate at a national, continental and global level, reflecting the manner in which international sporting federations are organized.

The Academy are very excited to soon launch the **1st Scrapbooking World Championship** - with global ambitions, there are systems in place to connect with scrapbookers, retailers and industry players to partner with the Academy and collaborate to grow the industry worldwide. The event will take place in four phases – i) Pre-qualifying ii) National Stages iii) Continental Stages iv) World Finals. The World Finals will be hosted in a prestigious location.

There will be two categories of entrants – Hobbyist and Professional.

The organization will partner with official stores in the lead up to the launch of competitions and these stores will play an important role in the involvement of participants. A natural benefit for the official stores will be increased business resulting from strengthening their customer relationships.

An official ranking system with various classifications –national, continental, worldwide, store – with ranking points awarded via competitions, will be launched.

Bringing all the diverse cultures of scrapbookers around the world together, the Academy of Scrapbooking & Arts, offers everyone involved – participants, retailers and industry, a wonderful opportunity to create new relationships and develop new skills.

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Academy creative director Elena Mercedes Consonni said: *“We have studied the global scrapbooking market, researched the industry and believe the time is right to launch this format on a global scale. We are very ambitious and aim to partner with key media around the globe to ensure the World Scrapbooking Championships and associated events gain a very high profile. We look forward to working with industry partners to bring the scrapbooking world to an even wider audience and creating a stand-out global community platform.”*

The rollout of the event is expected by spring, while the Word Finals will be scheduled by the end of the year. More details will be unveiled soon.

The Scrapbooking World Championships – be a part of it.

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Link for images (available only for editorial purposes): **press.academyscrapart.com**