



Press Release Contact Information:

Nancy Brown
Dynamic Resource Group
Public Relations Coordinator
306 E. Parr Rd.
Berne, Indiana
United States, 46711
Voice: (260) 589-4000
E-Mail: [Email us Here](#)
Website: [Visit Our Website](#)

Think Pink: Crocheting for the cure

DRG, leading publisher of special interest magazines and books, is partnering to promote breast cancer awareness through a new crochet pattern book called Think Pink.

/24-7PressRelease/ - BERNE, IN, June 15, 2008 -- DRG, leading publisher of special interest magazines and books, is partnering to promote breast cancer awareness through a new crochet pattern book called Think Pink. The book features a variety of crocheted patterns in pink, inviting needlecrafters to crochet for the cure. Think Pink will be available July 30, 2008, from DRG's Annie's Attic printed catalog and online Web site, and also in local yarn and craft stores.

As part of the promotion, DRG will donate a portion of the book's proceeds to research, dedicating Think Pink to all the women who have faced the difficult challenges of breast cancer.

Think Pink includes 35 crochet designs, with patterns written in a variety of skill levels. Needlecrafters can crochet pink hats, scarves, lapghans, slippers and other items that incorporate the pink ribbon associated with breast cancer awareness. The items can be worn as a statement of support or given as a gift to offer care and comfort.

"When we came up with the idea of publishing a book of crocheted projects intended to promote breast cancer awareness, we never dreamed of the response we'd receive," said Connie Ellison, Annie's Attic catalog merchandising director. "Our call for designs brought not only dozens of wonderful crocheted items, but touching personal stories from many of the designers, as well. Some of the stories are included in the book."

Products used in Think Pink can be purchased from local craft, fabric and variety stores or from the Annie's Attic catalog. The catalog is available at [AnniesAtticCatalog.com](#).

Annie's Attic is a leading DRG brands. Other brands include The Needlecraft Shop, House of White Birches, American School of Needlework and Clotilde.

DRG publishes special interest consumer magazines, books and related products sold direct to consumers through catalogs and the Internet and through wholesale and trade channels.