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YarnCraft, the Lion Brand bi-weekly podcast was honored with the PR News Platinum award in the category of Podcast /Videocast.

Lion Brand's Yarncraft podcast is recognized by by PR News at the Platinum PR Awards, winning top honors in the Podcast/Videocast category

MANHATTAN, NY, October 13, 2008 **/24-7PressRelease/** -- Lion Brand Yarn Company was honored by PR News at the Platinum PR Awards held this month at the Grand Hyatt in NYC. This sold-out event, showcased the top PR campaigns of the year, the smartest communications initiatives and the people behind them. Winning the top honors in the Podcast/Videocast category was Lion Brand's Yarncraft Podcast.

The Lion Brand Yarn Company is the oldest American hand-knitting yarn brand. According to Hitwise the Lion Brand Web site is the most highly trafficked yarn website and #6 among all craft and hobby sites. The podcast was launched when the company wanted to expand their online presence and promote a greater solidarity among its audience of yarn crafting enthusiasts. Working with Conversion, a social media agency, Lion Brand launched the half hour podcast in October of 2007 to appeal to both the "knitterati" already engaged in social media, as well the current Lion Brand customer, who may not have had experience with downloading podcasts.

"We developed a voice for Lion Brand, featuring two associates, Zontee Hou and Liz Shaw." said Ilana Rabinowitz, Vice President of marketing for Lion Brand. "They host the bi-weekly show featuring interviews with knit and crochet celebrities and authors, as well as offering ideas and inspiration for people who knit, crochet and craft with yarn. We are honored that their efforts have been recognized and have culminated in this prestigious award"

The podcasts are recorded twice each week at the Lion Brand Design Center on 15th Street in Manhattan. The most popular podcasts have had audiences topping 25,000 listeners and to date there have been 26 podcasts. The podcast is available for download from the Lion Brand website for from iTunes.

Accredited media interested in scheduling an interview to discuss this press release in more detail are encouraged to contact Ilana Rabinowitz at: 212-243-8995 x152

About BigNews.biz

We are a public relations and Web marketing firm.

Our job is to achieve the goals that you have for your Web site through public relations, online marketing and optimization of your current Web presence.

Most of our clients already have a Web site, but want to increase their customer base or the revenue generated through their Internet presence. We work with each client to design a custom plan that fits their specific needs.

For More information, please contact us at (516) 578-1386