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C&T Publishing Unveils New Must-Have Books & Products at Winter CHA 2011

CONCORD, CA January 7th, 2011—From a bigger booth to live demonstrations to a charity auction, C&T Publishing's booth is the place to be at Winter CHA.

C&T Publishing will be exhibiting in Booth 1811 at the [Craft & Hobby Association 2011 Winter Conference & Trade Show](#), taking place at the Los Angeles Convention Center from Saturday, January 29th through Tuesday, February 1st.

"This year we have a larger booth in a very welcoming spot—close to the entrance and conveniently tucked in between the Fabric/Quilting and Art Materials sections of the trade show floor," says Lisa Fulmer of C&T Publishing's marketing team.

On one side of the booth, visitors can peruse all the 2010 and early 2011 titles (with sample projects) from C&T's best-selling craft sewing imprint, [Stash Books](#), as part of a special not-to-be-missed display that's even more adorable than last winter's giant birdcage. Five autographed copies of various Stash Books titles will be auctioned off on eBay as part of the [Charity Wings](#) fundraiser at CHA to benefit [Crops of Luv](#), a non-profit organization that creates special scrapbooks for critically ill children and their families.

The popular [Liquitex® Surface Design Center](#) will be showcased on the other side of the booth, with many new paints, mediums, inks, plus related books and products that every fiber artist, mixed media artist, and general crafter will want on hand at their local retailers. Creative project models made by C&T's [authors, Creative Troupe, and Surface Design Ambassadors](#) will be on hand to inspire.

In CHA's Innovations Showcase, [Lesley Riley's TAP® Transfer Artist Paper](#) will be displayed, and attendees can try this exciting new product for themselves in C&T's booth throughout the show. Techniques with TAP will also be shared with the general public from the show floor, via two separate live webcasts hosted by [Cool2Craft](#) and [Scrapbook Royalty](#).

[New quilting titles](#) releasing in January and February will be on hand, as well as many other well-loved products such as our entire line of [gift items](#), [Lutradur®](#) and [Ready-to-Go!® Blank Board Products](#).

C&T's knowledgeable staff, along with authors [Alissa Haight Carlton](#), [Jake Finch](#), and [Rebekah Meier](#), will be available to demonstrate products to attendees and discuss how to use how-to books to attract new customers. Resellers can take advantage of a "show special" discount by ordering at the show.

Show attendees will also be able to play with Ready-to-Go! Blank Board Books & Products in these other exhibitors' make-n-take sessions and/or workshops: Beacon Adhesives (#3123), Makin's Clay (#935), and PhotoCentric (#2957).

About C&T Publishing

For over 25 years, C&T Publishing has been the industry leader, providing exceptional books and products to the quilting and fiber arts markets worldwide. C&T Publishing's books and products are available in bookstores, quilt and fabric stores or from www.ctpub.com



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