

et & greet

of the clubs, groups and us go all fluffy inside

A fab new search has been launched by Sky TV and the Women's

Institute to find the UK's ultimate crafting diva – our own 'W-Icon'. One lucky WI member will be chosen from over 200,000 women to become the face of the Institute on TV channel Sky Learning – where she will use and demonstrate the skills the WI are famous for, hosting a range of inspiring and useful 'How To' guides to modern life.

To launch the appeal, a dedicated team of knitters (including Edith Turnock, right) have created the world's first knitted billboard – made from 80 kilometres of wool



Are you a W-Icon?

(enough to stretch from London to Brighton) and taking over 250 hours to create.

"The 'knitvertising' is a real achievement," says Aneeta Patel, a member of Islington WI and knitting project leader. "Measuring six metres by three metres, it's certainly the biggest thing I've ever been involved in creating. I hope WI members from across the country will hear about the launch and get their application forms in!"



The ultimate W-Icon will be chosen by a panel of celebrity judges, the National Federation of Women's Institute Board, a Sky representative, and members of the public.

"The search for the W-Icon is an exciting project for us" says Fay Mansell, NFWI Chair. "We hope that the partnership with Sky will inspire and empower people to explore the learning opportunities available to them and get inspiration from the knowledge base of WI members across the country."

If you think you, or someone you know, could be the ultimate W-Icon - visit www.sky.com/w-icon for an application form. Closing date for entries is 15th August 2008.



Blossoming K

A knitting group from Bromley in Kent has set themselves a tough task this summer – to knit a nine metre square awning for a Hampton Court Flower Show garden... out of plastic bags!

Highlighting the importance of recycling and reusing materials, the Avicraft group (run by yarn shop proprietor Sharon Newman) has created the awning to keep garden visitors shaded and demonstrate the ways in which ordinary items can be reused to make something special.

"We were approached by Floral and Hardy, who are creating a garden with the theme 'recycling is sexy'" says Sharon. "The whole

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Scarf supplies need

We knitters like to challenge ourselves – we're always working to a deadline, taking on complicated stitches and learning new techniques. Some of us take it further than others – like Jenny Chant, of Bedworth, Warwickshire. Having survived a breast cancer scare four years ago, Jenny is now endeavouring to raise money and awareness for Cancer Research – by knitting the world's longest scarf, at 34 miles long.

"I am not skilled and I don't have a cure, but I can knit" says Jenny, who hopes to beat the current record of 33.74 miles. "I will need to knit 27,000 individual scarves, measuring two



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