

*In touch with*  
**ALT&ENEW**  
March 2016 Edition

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## *Dearest Crafty Friends,*

Weather is getting warmer, flowers are starting to bloom, Spring is coming! Are you ready to enjoy warm sunshine and wonderful colors in the nature? We believe the new season can bring lots of inspirations for us to play with in the craft room. We certainly hope our newsletter brings you just that - get you inspired and get your hands inky!

We are thrilled to be sharing exciting news this month and offer more exclusive content. There are some fun things coming up this month, so let's dive in!

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# MARCH RELEASE



Get ready for one of our biggest releases yet! Fresh and hot items have been just released - new stamp sets, new coordinating dies, new papers, and new inks! Make sure to [check out all the new products](#) and complete your Wishlist!

**CHECK OUT OUR MARCH RELEASE**

# NEW RELEASE BLOG HOP



## March 2016 Blog Hop

Celebrate our new release with a special blog hop! You can get fresh inspirations from our amazing design team members using the brand-new products. Start hopping along with us right [HERE!](#)

LEAVE A COMMENT TO WIN PRIZES

# CREATE & INSPIRE TEASER



We are happy to introduce a teaser of Altenew's first e-book, **Create and Inspire!** We thought this would be another way to say thank you for your generous support.

**Create & Inspire** will bring you detailed written tutorials along with tips and high-quality project photos monthly. [Download it](#) on your desktop, tablet or phone and take inspirations everywhere you go!

**DOWNLOAD YOUR COPY NOW**

# ALTENEW ACADEMY MARCH CLASS



March 16th - March 21st

[Laura Bassen](#) will be leading our newest class at Altenew Academy, [Clean, Simple & Colorful Techniques](#)! Laura will show you different ways that you can add fun colors to your projects. With just few tips, you will feel comfortable playing with many color choices and get the most use out of them. We cannot wait to see you in the class!

Date: **March 16th, 2016 - March 21st, 2016**

Enjoy the Early Bird special [when you sign up for the class NOW!](#) Use code "**colorfulc20off**" when checking out. (Valid till 3/15/2016 11:59 EST)

\*\* If you already have an account, please [log in](#) first and purchase the class. Please email [academy@altenew.com](mailto:academy@altenew.com) with any questions. \*\*

**SIGN UP FOR ALTENEW ACADEMY CLASS NOW**

# FIND INSPIRATION



Our design team has been very busy to create awesome projects to share with you all month long. If you haven't done so, make sure to check out our daily inspiration on our [blog](#).

From video tutorials to challenges and to collaborations, you will be able to find various ways to get more use out of your Altenew goodies!

# INSPIRATION CHALLENGE + VIDEO CHALLENGE



What better way to kick your creative mojo than participating on our monthly challenge? You can also win great prizes! We have [March Inspiration Challenge](#) that has been going in full swing and [Video Challenge #5](#) that just started. Get inspirations from our leading designers and join us! We cannot wait to see what you create.

# DESIGNER SPOTLIGHT

KRISTINA WERNER

We are so happy to have [Kristina Werner](#) for this month's exclusive interview. We asked a few questions to learn more about Kristina and to gain some great tips and advice on cardmaking.



## **1. What motivated you to start making cards and begin stamping?**

I was hired at Stampin' Up! right out of college. I got a graphic design degree and was hired to design their catalog. After seeing all the fun products, I wanted to try it out myself!

## **2. You have been doing Youtube video for a long time, and have a lot of subscribers! Any tip on those who wants to start doing videos and generate traffic to their channel?**

Do what you love and what you think is fun. Don't get caught up in the numbers.

## **3. It must be tricky to have a job and a hobby in the same industry. As a person who works and has a hobby in the crafting world, how do you balance those and keep finding a creative mojo to go on?**

I thrive on "challenges" so I view everything as a challenge. I assign myself products to work with and



# DESIGNER SPOTLIGHT

KRISTINA WERNER

them come up with ideas for those products. It also helps to constantly be looking for inspiration.

#### **4. Do you have a specific style that you are comfortable with or like to stick to?**

I generally like clean, simple, and colorful. However, sometime I love soft, muted colors, too.

#### **5. Can you share a favorite card you made previously using Altenew products?**

<http://www.kwernerdesign.com/blog/?p=12122>

#### **6. Can you please share specific, practical tips for beginning or advanced card makers (i.e. interesting ways to use crafting products or re-use existing sets, etc.)?**

When I'm looking for new ways to use a stamp, I like to do a google image search on that type of image. For example, for a rocket ship stamp set, I'll search for "rocket ship kids art" or something like that. Then I see lots of different ways kids draw rocket ships. And usually something like that spurs other unique ideas.

# UPCOMING EVENTS

CELEBRATING PARENTS + 2ND ANNIVERSARY

## Celebrating Parents Card Drive

March 21- April 26, 2016



Mark your calendars - we are celebrating parents and sharing love with them with handmade cards! More detail will follow soon, so stay tuned!

ALTENEW  
2<sup>ND</sup> ANNIVERSARY  
*Blog Hop*  
April 7-9, 2016  
FIND INSPIRATION | WIN PRIZES | HAVE FUN  
Altenew is turing TWO! Celebrate with us!

We are going to be 2 in April! We want to invite all of you to come and par-ty with us at our birthday celebration! There will be prizes, special goodies, and fresh inspiration. Join our [Facebook event page](#) and share your excitement!



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