

CRAFT IDEAS

Scrapbooking Soars

(NAPSA)—The popular craft of scrapbooking has turned a new page. The National Survey of Scrapbooking in America 2001 (SIA), a benchmark study of the scrapbooking industry sponsored by *Creating Keepsakes* and *Craftrends* magazines, indicates that 21 percent of 40,000 U.S. households



Put that in your scrapbook! The craft has seen a 600 percent increase in the past five years.

surveyed have scrapbooked in the past 12 months, resulting in annual industry sales of \$1.4 billion. These figures represent a 600 percent sales increase over the past five years.

According to the SIA survey, the Western United States is currently home to the most people who scrapbook and it's where the most money is spent on the craft. Twenty-six percent of households in the Pacific region scrapbook and spend an average of \$112 annually on creating scrapbooks.

Scrapbooking has even hit the airwaves with *DIY: Do It Yourself Network's Croppin' USA Marathon*, (premiere date September 28 from 12-8 p.m. ET). The eight-hour event features a one-hour scrapbooking special and chats with scrapbooking experts online at DIYnet.com. Additionally, DIYnet.com has a consumer sweepstakes during September. The prize? A Caribbean scrapbooking cruise! Visit DIYnet.com for details.