



## MEDIA ALERT

- WHO:** OLFA-North America, marketer and distributor of premium OLFA<sup>®</sup> quilting and crafting tools...
- WHAT:** Debuting at its first International Quilt Market, OLFA presents its premium quilting products, ranging from rotary cutters to rulers and rotating rotary mats. In addition, this year OLFA celebrates the 30<sup>th</sup> anniversary of its invention of the rotary cutter which transformed quilting and crafting throughout the world. Stop by the OLFA booth to take advantage of the 30<sup>th</sup> Anniversary show specials.
- WHEN:** May 15-17, 2009
- WHERE:** International Quilt Market, David L. Lawrence Convention Center, Pittsburgh, Pennsylvania . *OLFA Booth 142*

This year, OLFA marks the 30<sup>th</sup> anniversary of its invention of the revolutionary rotary cutter. Stop by the OLFA-North America booth at the International Quilt Market to see the latest in quilting tools, including the innovative *OLFA Quick-Change Rotary Cutter*, which makes blade changing a snap. Also showcased are OLFA's collection of self-healing mats (rotating rotary and rotary) and its line of Frosted Advantage<sup>™</sup> rulers, another of the quilter's favorite tools.

*For more information, contact:  
Richard Braun  
Richard Braun & Associates Inc.  
212-986-4450  
rbraun@braunpr.com*