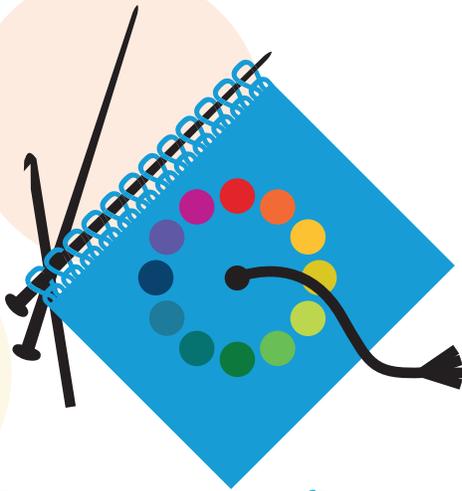


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Beans for Brains Scholarship is Back!

Reno, NV – (February 7, 2020) Jimmy Beans Wool, a market-leading retailer of yarn and accessories for knitters and makers, is pleased to announce the relaunch of their scholarship program, Beans for Brains. Six students will receive a total of \$15,000 in scholarship funds for the 2020-2021 school year. Established in 2009, the scholarship program was created to help aspiring knitters, makers, and students attend college or university and to date has awarded over \$50k in scholarship funds. Beans for Brains recognizes students for a variety of characteristics and criteria such as GPA, community service, project knowledge, financial need, and more while uplifting their creativity through the fiber arts!



Beans for Brains

"This is about supporting the next generation of makers in one of the most important chapters of their lives. Currently, the average tuition for in-state is \$25k and out-of-state is \$40k and not exactly an affordable reality for many students. I was so fortunate to receive scholarships to finance my college education and without it, I wouldn't have been able to afford it. We are so excited we will be able to hand out six scholarships this year," says Laura Zander, Co-Founder of Jimmy Beans.

Emma Coates, recipient of a Beans for Brains scholarship shared, "Finding the Beans for Brains Scholarship was a game-changer for me at the end of high school. It felt like it was made exactly for me at a time when it seemed like I was the only teenager in the world that was making stuff with yarn.

"The Beans for Brains scholarship helped me realize that a career in the textile arts was exactly what I wanted and that it was something that I could actually attain. In early 2019, after years of ideas and planning, I launched my brand of hand-dyed yarns and handmade textiles, Coates & Co. Fiber. I continue to be thankful for the help that the Beans for Brains Scholarship gave me as I was starting out," Coates continued.

Beans for Brains will continue the tradition of recognizing the achievements of makers from all of the country by awarding one student from each of the four U.S Regions, one student from Reno,



Nevada, the hometown of Jimmy Beans retail store and warehouse and a community service scholarship award.

Jimmy Beans, Knitters Pride, Vogue Knitting, STITCHES Events, Madelinetosh and Shibui will sponsor the six award categories and winners will be announced in June 2020. Applications are open to students who have a 3.0 GPA and knit, crochet or weave with consideration going to those who have financial needs. Students will be able to apply online from April 1-April 30, 2020.

For questions email scholarship@jimmybeanswool.com

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About Jimmy Beans Wool: At the downturn of the dotcom boom, former Silicon Valley engineers Laura and Doug Zander moved to the mountains and opened up a tiny yarn shop in Truckee, California. Jimmy, as Laura is lovingly known, sold coffee alongside the wool (hence the Beans in the name) and Jimmy Beans Wool was born. In 2004, the company settled down in Reno, Nevada where they currently reside today. They occupy an expansive 20,000 sq. ft. warehouse, are considered one of the country's leading destination yarn shops, employ 75 team members, and have built a loyal following and impressive online presence. Along with yarn, Jimmy Beans also provides consumers the most innovative crafting, products, and accessories. recently acquiring Namaste, della Q, and Madelinetosh, three beloved companies amongst knitters, crocheters, and makers. Jimmy Beans will continue to develop products under their patent-pending Jimmy's SmartStix, plus hooks, needles, and notions.