

Ideal World is the UK's best craft shopping channel, according to crafters.

Readers of *Crafts Beautiful*, *Let's Make Cards*, and *Quick & Crafty* today voted for the channel in 'Best TV Shopping Channel for Crafts Award.'

Ideal World's craft shows beat off stiff opposition from other TV shopping channels to win the prestigious award for the first time, which was presented to Stephanie Weightman during a live craft show.

Stephanie, one of the industry's best-known names, said: "This is the result of a real team effort; from everyone behind the scenes, the guests and everyone involved with the channel, including our 'family' at Create and Craft. This award is really for them."

Kristy Clark, who presented the accolade, added: "I think Ideal World won because they make crafting such fun, and this is a big factor as to why our readers voted for Ideal World."

The channel's award-winning team of crafters will be at the Create and Craft Club stand at the Birmingham NEC from the 13th – 16th March, where they will be presenting and demonstrating crafting techniques and projects in conjunction with the ICHF Craft Hobby and Stitch International Show 2008.

About Ideal World, Create and Craft and Crafts Beautiful

Ideal World's dedicated craft channel, Create and Craft, can be seen on Sky Digital channel 661 or watched via the website www.createandcraft.tv

In addition, regular craft shows are shown on Ideal World 11am weekdays and on Sunday afternoons from 2pm – 4pm on Freeview channel 22, Sky channel 634 and Virgin TV channel 747.

The Create and Craft Club is subscription-based online community that seeks to serve the interests of the crafting community. Club members are granted access to online projects, articles and given a discount for all purchases made through the Create and Craft web site.

The Create and Craft Club is also available via CD, and is updated six times a year for those members taking that option of membership.

Create and Craft and Create and Craft Club are both owned by Ideal Shopping Direct plc.

Ideal Shopping Direct plc is based in Peterborough in the UK and runs three television shopping channels.

Ideal World is live 16 hours a day, selling a wide range of general merchandise. Create and Craft and Ideal Vitality are pre-recorded channels specialising in crafting and lifestyle products respectively. Ideal's subsidiary company, Superstore TV Ltd., supplies major UK retailers with craft and related products.

For more information please visit: www.idealshoppingdirect.tv

Crafts Beautiful is the UK's number one crafting magazine, packed with projects by top designers and covering a huge variety of techniques; from card making and paper crafts, to beading, rubber stamping, painting, stitching and more.