



June 23

Women of Wool: Take the day off to discover 'little luxuries'

The Australian Sheep Breeders' Association is delighted to launch their *Women of Wool* series, a celebration of the women who grow and work with one of the world's most beautiful natural fibres.

The *Women of Wool* series is a feature of the 132nd Australian Sheep & Wool Show in Bendigo on July 17 to 19.

The *Women of Wool* are inviting women to take **Friday July 17** off to attend The Sheep Show's Laugh @ Lunch with comedian Denise Scott, view high fashion and 'wearable art' fashion parades and see Australia's top Woolcraft competitors at their best.

Six Women of Wool from across the wool industry are sharing their love of the fibre in the lead up to the show, they include:

- Chief Executive Officer of Australian Wool Innovation, Brenda McGahan
- Champion woolgrower Jan Lowing, of Karmala at Nobby in Queensland
- Wool industry advocate Wendy Dennis, of Tarndwarncourt Polwarth Wool, Birregurra, Victoria
- Designer Jo Nathan, of WooliiWoolii, Deniliquin, NSW
- Yarn maker & designer Patricia Cantos, of The Thread Room, East Malvern, Victoria
- Top Woolcraft competitor Dot Vallenge, of Wheeler's Hill, Victoria

Robyn Russell of The Australian Sheep Breeders' Association, a driving force behind the *Women of Wool* series said: "This is a perfect opportunity to bring together women from both the city and country to showcase the enormous influence women have in modern farm businesses."

"Take the day off," Mrs Russell said, "to laugh, lunch and have a wonderful time discovering the amazing qualities of this most natural of fibres while enjoying the company of friends old and new as well as world class entertainment."

A 'day off to discover wool' is great way to relax with friends, according to top Woolcraft competitor Dot Vallenge, a passionate fan of the soul-soothing qualities of taking the time to work with wool.

"I believe the resurgence in women working with and also wearing wool is about seeking a little bit more luxury – the luxury of time to knit, or weave, or spin and the luxury of wearing a beautiful natural fibre," she said.

"Working with natural, beautiful wool has all the elements of what we may need right now – like slowing down a little and focusing on something else than daily life, it can also be very social, it can bridge generations, and it's highly creative," Mrs Vallenge said.

"Wool is one of life's little luxuries you can afford."



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