

Dear readers,

For a good start to the year, I would have liked to just tell you a few stories about the Christmas festivities that would make you smile but instead I must talk to you about more serious matters. I did not wish to spoil the atmosphere before the holidays in the newsletter editorials, but on December 10 we were advised in a letter from the liquidator that our international distributor for the newsstand magazines had gone bankrupt. After the situation with the French distributor last year, it is a difficult blow, and we are left with a major unpaid amount as a parting gift. Consequently, this January issue will not appear on newsstands in the United States, Canada, Australia, and New Zealand, nor in Europe except in Metropolitan France, and if you have a copy in your hands, it's because you purchased it at your local quilt shop or from Quiltmania, or you are a subscriber, the only remaining sources from which you can currently obtain it.

Once we had digested the news, we immediately began to implement a battle plan to face this challenge, adopting some new logistical measures. Our readers have no need to worry as there will not be many changes. The magazines will continue to be printed in the USA and delivered to subscribers and shops as they were before. The American internet site remains active as does customer service. The only thing that will change is the shipping charges; we are obliged to increase them as all parcels will depart from France, which was the case until 2015. The good news is that henceforth our customers will receive the new releases as well as all their orders at the same time worldwide, shipped by Fedex thus secure shipping with a tracking number, without having to wait for delivery by sea to Marietta, which during the pandemic has sometimes taken three months to arrive before we could deliver to you!

The "happy" news does not end there, however; due to the worldwide paper shortage and the surge in transportation costs, our printer must raise their prices by 20% beginning in January and it is the same for our carriers, including the USPS, with an increase of 15%. In order to continue producing and sending our publications, we must pass on these increases. It has been a difficult decision but on the whole, calculated over a year and breaking it down by the month, the purchase price of Quiltmania magazine will go up by only US\$1.00, which I think is acceptable. I must admit to believing that Quiltmania has for 24 years been THE voice of hundreds of passionate artists and designers from all over the world as well as of international exhibitions that we are the only ones reporting on today. That does not take into account the articles by textile historians and collectors and their photos that enhance the pages of your magazines.

And then there is you, dear readers, who send us warm messages and sometimes very moving letters, convincing us that we must not give up. You know that I am a nurse and that when faced with a serious wound one cleans, removes the injured parts, disinfects, sutures, gives antibiotics and deftly applies a bandage. And in most cases, everything turns out well. That is what we are going to do, and I am convinced that the patient will be back on their feet in no time! This may seem a bit alarmist but when I see all the magazines that have disappeared from the newsstands these last two years because of the crisis that touches all publishers of print publications, we are not going to wait for the same fate to befall us. So, the ball is now in your court as we have made all our strategic moves; you have the final decision to make by purchasing the magazine or not, or by subscribing. Whatever your choice, please know that with my super team, standing together with great courage and determination, we continue to have the same passion to produce our magazines and to serve you and that we are all profoundly convinced that you will not give up on this marvellous community.

Together, let's make sure that this new year celebrates renewal and happy days for all of us!

Happy new year!

Warmest wishes, Carol