



STONEHENGE
OH CANADA!
10th Anniversary Special Edition

WITH GLOWING HEARTS

Event Guide



NORTHCOTT
Cottons that feel like silk
WWW.NORTHCOTT.COM

A HISTORY OF STONEHENGE OH CANADA! COLLECTIONS

Northcott's Design Director, Deborah Edwards:

"Inspired by the noble work of Quilts of Valour, we earnestly acknowledge the heroes who serve gallantly for our freedom. For the past ten years, I have embarked on a journey to honour our great country and recognize our brave soldiers for their sacrifice, bringing to you one of Northcott's most successful brands, while supporting Quilts of Valour.

Oh Canada! has continued to evolve, but has always maintained its roots with enduring patriotic designs in the Stonehenge tradition. Our Special Edition 10th Anniversary collection features 16 new designs and 11 existing bestsellers, providing a multitude of creative options for Canadian inspired quilts destined to become tomorrow's heirlooms.

Northcott will continue to donate in support of Quilts of Valour Canada. A quilt made from Oh Canada! creates an occasion to celebrate the courage of our soldiers and show our appreciation for their sacrifice."



Linda Ludovico Creator of Stonehenge Designs:

"Stonehenge today is a staple in the fabric world just as the actual Stonehenge is in the real world...timeless, stationary and unyielding. Taking my cue from Mother Nature gave me an endless supply of resources - marbles, woods and stones - that will never go out of style.

I believe that the Stonehenge brand has grown and changed according to the needs of the marketplace. Working with Deborah Edwards has been a blessing and has elevated Stonehenge collections to be the best that they can be. I take great pride and joy in being a part of this journey!"





Quilts of Valour - Canada Society

"In 2006 a local Edmonton quilter presented quilts to three Canadian Armed Forces members who were recovering in hospital from injuries they received in Afghanistan. It was her way of saying "Thank You" and giving some comfort to these military members. She was not prepared for the impact of meeting these brave young men and learning first-hand of their injuries. It made such an impression that it has taken quilter Lezley Zwaal in directions she never imagined. From these humble beginnings Quilts of Valour - Canada was born. Through the encouragement, support and enthusiasm of quilters, the Quilts of Valour - Canada Society was formed as a registered national charity in 2009.

The Quilts of Valour - Canada Society has presented quilts to thousands of recipients who are coping with injuries, both visible and invisible. These quilts are made by volunteer quilters from across the country who wish to show their appreciation to our injured Canadian Armed Forces members, past and present, for their bravery and commitment to Canada and its citizens. The quilts come from individuals, groups and guilds, men and women, young people, retired armed forces members themselves, and many others with no connection to the military."

Northcott has been a proud supporter of Quilts of Valour Canada since 2012! A portion of the sales for all of our patriotic Oh Canada! collections is donated to the QOV Canada. Your Oh Canada! purchases directly contribute towards their continuing efforts.



Lezley Zwaal
QOV Founder



Linda Gerein
President



ABOUT 'WITH GLOWING HEARTS' EVENT

Northcott is celebrating the 10th Anniversary of Stonehenge Oh Canada! collections with the following events:

With Glowing Hearts Quilt-Along

- Ten-month Quilt-Along from March to December 2022
- Hosted by Patti Carey of Patti's Patchwork on both the Northcott Fabrics and Patti's Patchwork YouTube channels
- There will be 2 prize giveaways each month throughout the Quilt-Along for participants (value \$150+ each prize)
- There will be 3 grand prize winners at the end of the Quilt-Along in January 2023
- All giveaways will be awarded at random and to participants on Instagram only

How to Enter the Quilt-Along Giveaway

- To enter, quilters will need to post a photo of their With Glowing Hearts Anniversary Quilt progress, follow Northcott Fabric and Stonehenge Fabrics on Instagram, like the giveaway post on the Northcott Instagram account and use the hashtag **#WithGlowingHearts2022** in their post caption
- Deadlines to submit will be outlined in each months giveaway post found on the Northcott Instagram account. Look for the post the day after the tutorial video is live"
- All winners will be chosen at random by hashtag using a 3rd party application
- All rules listed above and stated in the giveaway post on the Northcott Instagram account MUST be followed in order to be eligible for the giveaway

Celebrate Canada Day

- We are encouraging quilters to make patriotic projects to be completed in time to celebrate Canada Day
- Campaign promotions will begin in April 2022
- Participants can submit a photo of their patriotic project to Woobox by June 23rd, 2022 for their project to be part of a Viewer's Choice voting process
- The voting process will take place through Woobox from June 24th - June 29th
- The 3 winners with the most votes will be announced on Facebook and Instagram by June 30th, just in time to celebrate Canada Day!
- Prize valued for each winner will be \$200+ each
- Project suggestions include: quilts, garments, tote bags, wall hangings, etc.
- Projects need to be completed using the Oh Canada! 10th Anniversary collection and existing Oh Canada! coordinates. All project submissions require a minimum of 5 fabrics from the Oh Canada! 10th Anniversary collection, clearly visible

Wear your Patriotic Pride

- Projects need to be completed using the Oh Canada! 10th Anniversary collection and existing Oh Canada! coordinates. All project submissions require a minimum of 5 fabrics from the Oh Canada! 10th Anniversary collection, clearly visible on the outer layer.
- Campaign promotions will begin August 2022
- Participants can submit a photo of their quilted jacket to Woobox by November 1st, 2022 for their project to be part of a Viewer's Choice voting process
- The voting process will take place through Woobox from November 2nd - November 7th

- The 3 winners with the most votes will be announced on Facebook and Instagram by November 8th
- Prize valued for each winner will be \$200+ each

Official rules and regulations to follow before the start of the events. Giveaways are subject to change without notice and have no affiliation with Facebook or Instagram.

Who is this event for?

Everyone! Quilters of all experience levels are encouraged to be a part of Northcott's celebration

Will there be prizes?

Of course! Quilters will have the opportunity to win prizes from our sponsors

- Janome
- Accuquilt
- Olfa
- Aurifil
- Quilter's Dream Batting
- Fons & Porter Love of Quilting Magazine
- Fabric prizes from all Northcott's divisions

How do shops benefit?

- Events will create a demand for the collection, driving traffic to shops
- Collection is reorderable for shops to replenish stock as needed
- Marketing support will be provided to help shops promote the event
- Lists of participating shops will be provided to consumers on Northcott's website
- Northcott Facebook and Instagram will support the events to help sell-through of fabric

IMPORTANT DATES

June 18th, 2021 - Order by date for collection, before increase in prices

November 2021 - Collection delivery

March 2022 - 'With Glowing Hearts' Quilt-Along begins

April 2022 - 'Celebrate Canada Day' begins

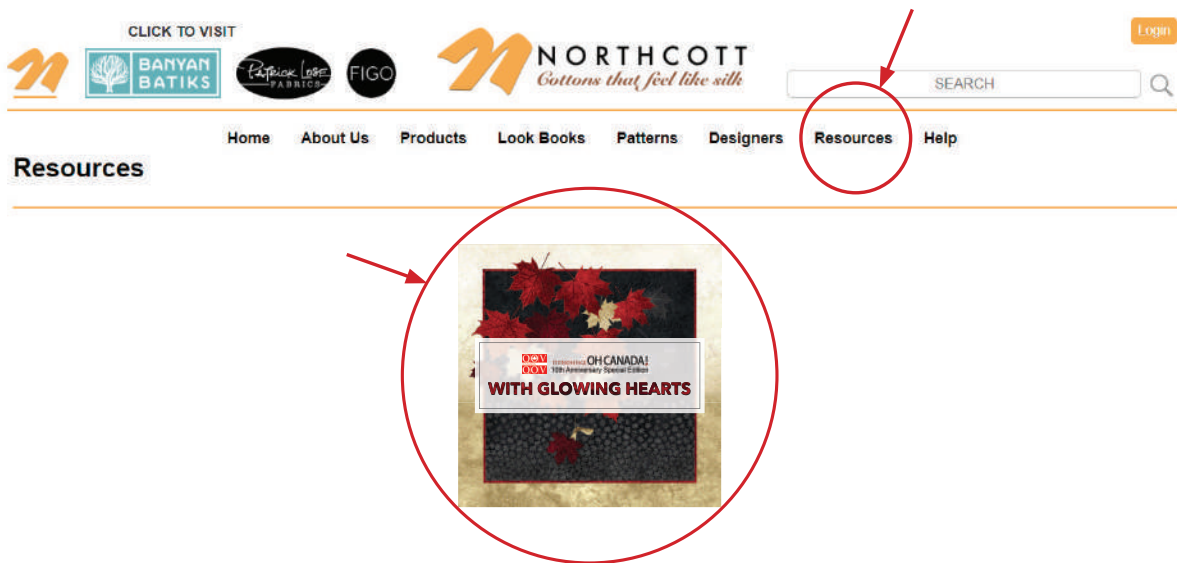
August 2022 - 'Wear Your Patriotic Pride' begins

MARKETING SUPPORT

The following support will be provided to shops who purchase the entire Stonehenge Oh Canada! 10th Anniversary collection to assist in promoting and selling the fabrics.

The Resources Page

A list of Participating Shops, Frequently Asked Questions, information regarding our two creative contests, and a link to sign up to receive the With Glowing Hearts tutorials each month can be found in the Resources tab on our website. Log in and visit the SHOPS ONLY section of the Resources page at www.northcott.com to find information and marketing materials.



'With Glowing Hearts' Newsletter

Starting in December 2021, a monthly newsletter dedicated to the event will inform consumers and generate excitement, driving traffic to shops.

Social Media and Online Support

Northcott's Facebook and Instagram are dedicated to promoting the event and participating shops.

Shops are encouraged to use the following event hashtags to be sure their posts are seen by Northcott.

#WithGlowingHearts2022 **#NorthcottFabrics**
#StonehengeFabrics



Share on your social media!

Quilt-Along

'With Glowing Hearts' Quilt-Along is an ten month event that runs from March - December 2022. The With Glowing Hearts tutorials can be found on the Northcott Fabrics and Patti's Patchwork YouTube channel. A link to the tutorials and a link to sign up for extra tips and tricks from Patti Carey will be sent out each month for those who sign up for our With Glowing Hearts newsletter. Sign up link can be found in the Resources tab on www.northcott.com or the link in bio on Instagram and Facebook.

The monthly schedule is as follows:

March - Block 1

April - Block 2

May - Block 3

June - Block 4

July - Block 5

August - Block 6

September - 4 panel/heart blocks

October - 4 panel/heart blocks

November - sashing/assembly

December - border/binding/quilting ideas



Shop Posters

Posters will be included with shops' fabric order. They will also be available to download from the Northcott Resources section at www.northcott.com. Posters will be offered in two sizes, 8 ½" x 11" and 11" x 17".

'WITH GLOWING HEARTS' QUILT-ALONG

DESIGNER SPOTLIGHT

Who is Patti Carey?

Patti Carey is the Vice President of Public Relations for Northcott, where she has worked since 1986. She quickly became hooked on quilting in 1987 when Northcott made the transition from fashion to quilting fabric. Patti has been designing quilts for Northcott and various quilting magazines since 1995, and in 2004 published her book, "A Taste of Napa Valley".

Patti enjoys visiting quilt guilds and shops to inspire and educate quilters with interesting and entertaining presentations on how fabric is designed and how quilters can use it creatively. Patti has designed two fabric collections for Banyan Batiks, a division of Northcott, and has a successful online business, Patti's Patchwork.



'With Glowing Hearts' Quilt-Along

Patti has designed a stunning quilt for the Quilt-Along, which she will be hosting monthly from March to December 2022. Patti will guide participants through the creation of the quilt with step by step instructions and videos. She will promote the event through Patti's Patchwork blog and Facebook page. Northcott encourages shops to promote the event through their social platforms to generate interest among quilters.

With Glowing Hearts quilt design includes two variations - with or without the panel. These Anniversary Quilts follow the Quilts of Valour size guidelines, so quilters will be able to donate their finished quilts to the organization if they wish.



66 1/2" x 80 1/2"



Patti Carey's Quilt-Along Inspiration

"The Stonehenge Oh Canada! collections have been beautifully rendered and inspiring right from day one. I have always enjoyed working with them to design QOV quilts. Not only do the various fabrics play well together, they speak to my heart. Over the past 10 years, I have had the good fortune to witness just how impactful these QOV quilts are to the recipients. I am humbled and deeply moved by their gratitude. It was therefore my honour to design a special quilt using the Oh Canada! 10th Anniversary collection.

In this quilt design, I wanted to showcase the block/label panel. Not only can these be used as quilt labels, when used on the quilt front, they are also a place for embroidered or inked sentiments. I placed them in 4-patch blocks, alternating them with cream background and added simple appliquéd hearts to reflect our heartfelt thanks. If desired, the hearts can be replaced with additional sentiments or lovely quilting motifs.

The six different pieced blocks were chosen to showcase the various fabrics and to complement the 4-patch blocks and each other. Sashing was added to eliminate bulky seams where blocks meet. The cornerstones made assembling the quilt easier, and extending them into the border provided continuity and balance.

It was important for the quilt design to incorporate an option to showcase the large falling leaves panel. This was accomplished by replacing one set of pieced blocks in the quilt's center with the panel. Either option - the central panel version or the pieced-blocks version - is a fitting tribute to those who have served our nation and defended our freedom."

WITH GLOWING HEARTS Quilt-Along Pattern



C PTN2874

WITH GLOWING HEARTS

66 1/2" x 80 1/2"

By Patti Carey of Patti's Patchwork

www.pattispatchwork.com



Free shop samples available with purchase of entire collection (16 pieces).

DQ2874P-10 Version with Panel

DQ2874B-10 Version with Blocks





PTN2874 WITH GLOWING HEARTS

66 1/2" x 80 1/2"

By Patti's Patchwork



	PTN2874	One Project (Meters)	8 Kits 10m Bolts	16 Kits 10m Bolts	32 Kits 10m Bolts	64 Kits 10m Bolts	80 Kits 10m Bolts		PTN2874	One Project (Meters)	8 Kits 10m Bolts	16 Kits 10m Bolts	32 Kits 10m Bolts	64 Kits 10m Bolts	80 Kits 10m Bolts
	**23390-24	.9	1	2	3	6	8		**23390-24	.8	1	2	3	6	7
	*24265-14	.7	1	1	2	4	5		*24263-99	.7	1	1	2	4	5
	24266-14	.2	1	1	1	2	2		*24265-14	.7	1	1	2	4	5
	24266-24	.3	1	1	1	2	3		24266-14	.2	1	1	1	2	2
	24268-24	.4	1	1	2	3	4		24266-24	.3	1	1	1	2	3
	24269-14	.2	1	1	1	2	2		24268-24	.3	1	1	1	2	3
	24269-99	.2	1	1	1	2	2		24269-14	.2	1	1	1	2	2
	24270-12	.3	1	1	1	2	3		24269-99	.2	1	1	1	2	2
	24270-24	.3	1	1	1	2	3		24270-12	.2	1	1	1	2	2
	24272-14	.3	1	1	1	2	3		24270-24	.2	1	1	1	2	2
	24272-24	.5	1	1	2	4	4		24271-12	.3	1	1	1	2	3
	24272-99	.5	1	1	2	4	4		24272-14	.2	1	1	1	2	2
	3934-195	2.3	2	4	8	15	19		24272-24	.3	1	1	1	2	3
	3937-192	1.2	1	2	4	8	10		24272-99	.3	1	1	1	2	3
	3954-191	.3	1	1	1	2	3		3934-195	1.8	2	3	6	12	15
	***24266-24	4.6	4	8	15	30	37		3937-192	1	1	2	4	7	8
	OR ****B24267-12	2.3	2	4	8	15	19		3954-191	.3	1	1	1	2	3
									***24266-24	4.6	4	8	15	30	37
									OR ****B24267-12	2.3	2	4	8	15	19

*Requires 1 Panel | **includes Binding | ***Lengthwise Backing | ****Wide Backing

*Requires 1 Panel | **includes Binding | ***Lengthwise Backing | ****Wide Backing

PTN2874 sold in 4's
 DP24263-99 24" panel-16 panels per bolt
 DP24265-14 24" panel-16 panels per bolt
 Charts & yardages are estimates only
 Do not use to cut for kits
 Existing Stonehenge basics

OH CANADA!



10th Anniversary Special Edition

Entire Collection **16 pieces** | Including Wide Backing

Shipping starting **NOVEMBER 2021**



24270-24



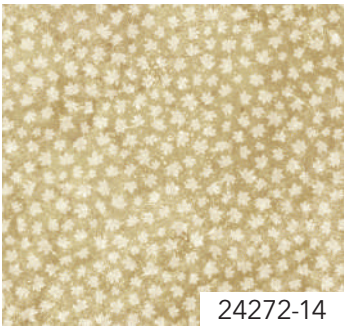
PANEL

24" x 43" 24263-99

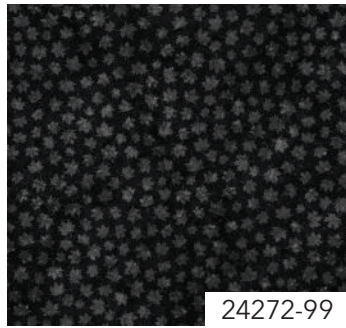


RUNNING
YARDAGE

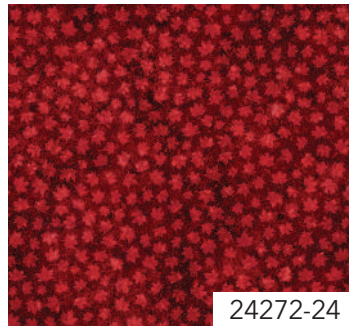
24264-14



24272-14



24272-99



24272-24



24270-12



24" x 43" 24265-14

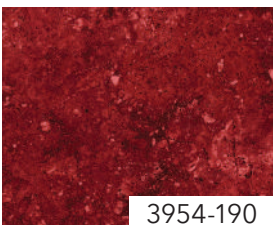
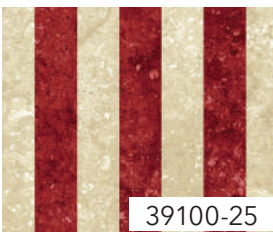
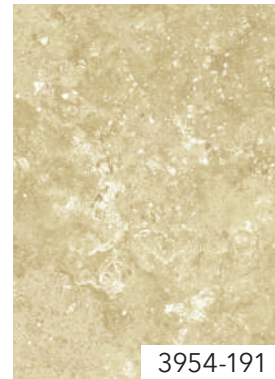
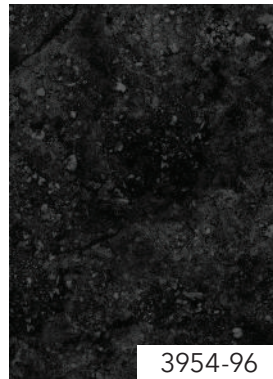


RUNNING
YARDAGE

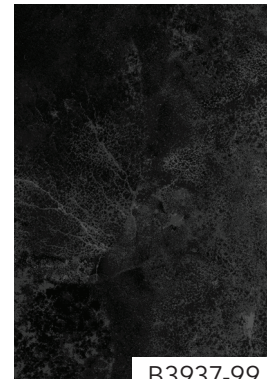
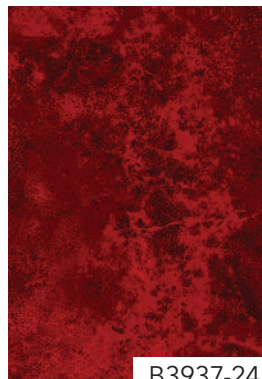
24271-12



11 Existing SKUs



WIDE BACKINGS (100% cotton - 274 cm wide)



ADDITIONAL PATTERNS



Quick & easy construction
Bold design
Beautiful use of ombre fabrics

B PTN2834

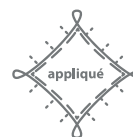
STRONG & FREE

55" x 70"

Pattern includes size 71" x 84"

By Hanna Bourque of Miss Winnie Designs

www.misswinnie.ca



C PTN2836

CANADIAN POPPIES

69" x 76"

By Karen Bialik of The Fabric Addict

www.fabricaddict.net



Quilts of Valour size

Great for a class, learn to
fussy cut, easy applique and
make Flying Geese units



C PTN2835

MAPLES DANCING

71" x 85"

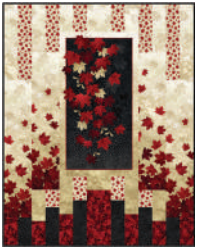
By Daphne Greig of Patchworks Studio






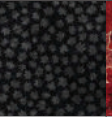

www.patchworkstudio.com

Quilt is Quilts of Valour size and
would be a good 'group project'

Log Cabin strips are added to
different edges to give a tossed
arrangement for the leaf blocks








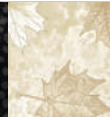
Easy to prepare kits for this project



								
B PTN2834	**24263-99	24264-14	24268-24	24269-14	24271-12	24272-99	*24266-24	
One Project	.7	1	.5	.7	.7	.9	3.4	
6 Kits Bolts	1	1	1	1	1	1	2	
12 Kits Bolts	1	2	1	1	1	2	4	






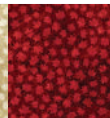
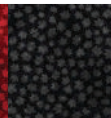
*Crosswise backing | **Requires 1 Panel



										
C PTN2835	24266-14 39100-25	24266-24	24267-12	24268-24	24270-24 24272-24	24270-12 27272-14	24272-99	*B24267-12	Lengthwise Backing	
One Project	1.2	.5	1	1.4	.5	1.2	.9	2.1	5.1	
6 Kits Bolts	1	1	1	1	1	1	1	2	4	
12 Kits Bolts	2	1	2	2	1	2	2	3	7	

*Wide Backing



									
C PTN2836		24264-14	24266-24	24267-12	24268-24	24272-14	24272-24	24272-99	Crosswise Backing
One Project	2.1	.8	.3	.7	.7	.7	1.6	3.9	
6 Kits Bolts	2	1	1	1	1	1	1	3	
12 Kits Bolts	3	1	1	1	1	1	2	5	



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EVENT CONTACTS AND LINKS

Event inquires - withglowinghearts@northcott.com

For inquiries about your **Stonehenge Oh Canada 10** orders contact

info@northcott.com

T: (905) 760-0072

F: (905) 760-0073

Contact your Northcott Sales Rep for more information

WEBSITE

www.northcott.com

Login for event information & marketing materials

Resources page - With Glowing Hearts Event - SHOPS

SOCIAL MEDIA



Facebook: NorthcottFabrics
StonehengeFabrics



Instagram: @NorthcottFabric
@StonehengeFabrics

Use event hashtags when sharing or promoting on your social media platforms

#WithGlowingHearts2022

#OhCanada10

#NorthcottFabrics

#StonehengeFabrics

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FIGO
F A B R I C S



About Us

Northcott Silk Inc. is an International distributor and converter of fine cotton printed fabrics for the quilt, craft and home decor industries.

We were founded in 1935, originally as a fashion textile converter. During the mid '80s we shifted our focus to the ever expanding cotton print market. Our cotton prints can be found in retail stores and quilt shops around the world.

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042021

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