



# red spruce

# press release!

*For Immediate Release*

June 9, 2010

## Red Spruce announces appointment of Technical Director and Board Member

**HALIFAX, NS** – STRIVING TO MAKE THE BEST RUGS AND CARPETS REQUIRES A PASSIONATE, SKILLED, AND DEDICATED TEAM OF INDIVIDUALS. RED SPRUCE IS PLEASED TO ANNOUNCE THE APPOINTMENT OF VICTORIA GRAHAM OF BRIER ISLAND, NOVA SCOTIA TO SERVE AS BOTH AS TECHNICAL DIRECTOR FOR THE COMPANY AND AS ITS FIRST BOARD MEMBER FROM WITHIN NOVA SCOTIA'S VIBRANT RUG HOOKING COMMUNITY. BOTH APPOINTMENTS ARE EFFECTIVE JUNE 1, 2010.

"VICKI [VICTORIA] HAS SORT OF BEEN A PART OF RED SPRUCE SINCE BEFORE THERE WAS RED SPRUCE" SAYS MICHAEL CHRISTIE, CREATIVE DIRECTOR OF RED SPRUCE. "I MET HER WHEN SHE WAS TREASURER OF THE RUG HOOKING GUILD OF NOVA SCOTIA AND I WAS JUST EXPLORING THE IDEA [OF RED SPRUCE]. IN FACT, I THEN TOOK MY FIRST RUG HOOKING CLASS FROM HER. IT SEEMS ONLY FITTING THAT WE NOW FORMALLY RECOGNIZE HER TECHNICAL SKILLS AND CAPABILITIES BY BRINGING HER ONBOARD."

MS. GRAHAM IS AN EXPERIENCED FIBRE ARTIST, DYE TECHNICIAN, RUG HOOKER, AND BUSINESSWOMAN WHO IS THE PROPRIETOR OF THE SUCCESSFUL HOOKING BY THE SEA RETREATS ON NOVA SCOTIA'S BRIER ISLAND, AND IS SOON TO BECOME A RUG HOOKING GUILD OF NOVA SCOTIA CERTIFIED INSTRUCTOR. HER TECHNICAL AND EXPERIENCED BASED SKILLS COMPLEMENT THOSE ALREADY PRESENT WITHIN RED SPRUCE, WHILE HER WILLINGNESS TO EXPERIMENT WITH NEW TECHNIQUES WILL ENSURE RED SPRUCE DOES NOT REST ON ITS LAURELS.

RED SPRUCE AND HOOKING BY THE SEA RETREATS SHARE A COMMON HOLISTIC APPROACH TO SUSTAINABILITY WHICH EMPLOYS SEVERAL WASTE DIVERSION AND REDUCTION TECHNIQUES BASED ON THE TRADITION OF RECYCLING IN THE RUG HOOKING COMMUNITY. FURTHERMORE, A SHARED BELIEF IN BETTER RESULTS THROUGH COLLABORATION MEANS MS. GRAHAM WILL CONTINUE TO OPERATE HER BUSINESS WHILE WORKING TO GROW RED SPRUCE. BOTH COMPANIES SOURCE LOCALLY WHENEVER POSSIBLE, AND IN FACT RED SPRUCE IS ONE OF A FEW MAKERS OF HAND-MADE RUGS AND CARPETS WHO PRODUCE IN NORTH AMERICA, AND SOURCE THE MAJORITY OF THEIR RAW MATERIALS FROM NORTH AMERICAN AS WELL.

HOOKING BY THE SEA RETREATS IS ONE OF NOVA SCOTIA'S PREMIER EXPERIENTIAL TOURISM ATTRACTIONS, OFFERING CLASSES IN THE TRADITIONAL FIBRE ARTS OF SPINNING, DYEING, FELTING AND RUG HOOKING. VISITORS ARE TREATED TO A CUSTOMIZED RANGE OF ACTIVITIES AND LEARNING EXPERIENCES, FRESH LOCAL CUISINE, AND THE UNMATCHED INSPIRATIONAL BEAUTY OF BRIER ISLAND. [WWW.HOOKINGBYTHESEARETREATS.COM](http://WWW.HOOKINGBYTHESEARETREATS.COM)

RED SPRUCE. MAKERS OF HANDWORK RUGS AND CARPETS FROM NOVA SCOTIA. DESIGNED BY LOCAL, CANADIAN, AND AMERICAN ARTISTS AND DESIGNERS, HANDMADE IN CANADA OF THE FINEST MATERIALS. AVAILABLE READY-MADE OR MADE-TO-ORDER. COMMISSIONS OF ORIGINAL WORK AND EXEMPLARY PIECES ARE ALSO ACCEPTED. [WWW.REDSRUCE.CA](http://WWW.REDSRUCE.CA)

For further INFORMATION, IMAGES, or to arrange an INTERVIEW, contact:  
Michael Christie at 01 902 482 0460 or [homeoffice@redspruce.ca](mailto:homeoffice@redspruce.ca) or  
Victoria Graham at 01 902 839 2607 or [vfgraham@ns.sympatico.ca](mailto:vfgraham@ns.sympatico.ca)

red spruce limited - lepinette rouge limitee

*May be reached via post or in person at our home offices, located at:*

35 ERSKINE STREET - DARTMOUTH, NS B2Y 1P7 - CANADA

*or via telephone, facsimile, or email at:*

T: 01 902 482 0460 F: 01 902 482 0486 E: [HOMEOFFICE@REDSRUCE.CA](mailto:HOMEOFFICE@REDSRUCE.CA)

[www.redspruce.ca](http://www.redspruce.ca)