

[April 19, 2022 | Chicago, IL]

## h+h americas announces partnership with “Knit the Rainbow”

- [First offspring of the world's leading trade fair "h+h cologne”
- Hosting various soft crafts industries under one roof
- More than 170 exhibitors signed up
- Now open for show & conference registration

h+h americas today announced a partnership with Knit the Rainbow (KTR) for their upcoming trade show and conference which will take place from June 22-24, 2022 at the **Donald E. Stephens Convention & Conference Center in Rosemont**. KTR is a New York based non-profit organization dedicated to increase nationwide awareness around the LGBTQ+ population’s housing crisis, providing warm garments for the community, and creating career opportunities for members of the LGBTQ+ community. The organization will support the LGBTQ fiber arts community during h+h americas and can be found at booth # 1132.

“We are very excited to partner with h+h americas. Our group will organize the collection of hand knit and crochet garments from volunteers from around the country, providing scarves, hats, gloves, socks, and ear warmers to those in need of essential winter wear. We also work with non-profits to provide housing, and offer knit and crochet lessons to the LGBTQ+ community,” said Knit the Rainbow Founder Austin Rivers. “We are certain that h+h americas will help to put a spot light on our causes in Chicago as well as other urban areas of the US leaving people inspired to make a difference.”

Participating retailers at h+h americas are asked to support the initiative by encouraging customers to knit and crochet donatable garments and accessories and offer drop off locations at their stores. Retailers should email [info@knittherainbow.org](mailto:info@knittherainbow.org) to become a registered drop-off location or send donations to 456 W. 167th St. Unit 1D New York, NY 10032. Items can also be dropped off at the show registration area during show hours.

On Thursday night, June 23, Knit the Rainbow is putting out a challenge: “1,000 knitters to gather under the stars” a service project connecting consumers of the fiber arts community in Rosemont/Chicago during the Rockin’ in Park Concert at the Rosemont Entertainment District. Attendees are invited to knit, crochet, spread the word and drop off donations at the KTR Tent while enjoying



h+h americas  
Uniting the soft crafts  
industries in North  
America  
June 22-24, 2022  
[www.hh-americas.com](http://www.hh-americas.com)

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the free concert starting at 7 pm. A special thank you to Lion Brands who already donated 100 skeins in support of this event! Come enjoy the food, drinks, and music as you craft for a good cause!

**For more information contact:**

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**About Koelnmesse GmbH:**

Koelnmesse is the number 1 trade fair location for numerous industries with some 1,000 employees and representatives worldwide. Cologne, Germany is centrally located in Europe and the Koelnmesse fairgrounds with 400,000 square meters ranks in the top 3 within Germany and top 10 worldwide. Every year, Koelnmesse organizes and conducts more than 80 trade fairs, exhibitions, guest events and special events in Cologne and in the world's most important markets connecting 54,000 exhibitors from 122 countries with more than 3 million visitors from 200 countries. Koelnmesse has earmarked 700 million Euro towards the expansion of its fairgrounds which should be completed by 2030.

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**Koelnmesse Inc.**, located in Chicago, IL for the past 19 years, is the North American subsidiary and marketing arm of the Koelnmesse Group, one of the world's leading organizers of international trade shows. Their experienced team

**of marketing and sales professionals** organizes trade shows and events in North America as well as North American Pavilions for **US, Canadian and Mexican companies** at more than 25 trade shows around the world.

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