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Madelinetosh Pledges Funds for Beans for Brains Scholarship Fund

Fort Worth, TX - (February 28, 2020) Today, Madelinetosh, a producer of hand-dyed luxury yarn, announced they will be donating funds to the Beans for Brains Scholarship Fund, a merit-based scholarship program for artistic students pursuing or already in the process of attending post-secondary education. Established in 2009, the scholarship program was created to help aspiring knitters, makers, and students attend college or university and to date has awarded over \$50k in scholarship funds.

Madelinetosh has dyed up an exclusive 'Beans for Brains' color in Farm Twist DK, a cream base yarn, sprinkled with neon sherbet pops of color. A complimentary sassy beret pattern designed by Amy Gunderson will come with purchase of yarn with 25% proceeds going back to the Beans for Brains scholarship fund.

CEO of Madelinetosh, Laura Zander explains, "It brings me a lot of joy to be able to support initiatives like this. For me, it's personal. I was able to go to college because of scholarship programs. I will do whatever I can do to support knitters, makers in our community further their education."

Six students will receive a total of \$15,000 in scholarship funds for the 2020-2021 school year. Beans for Brains recognizes students for a variety of characteristics and criteria such as GPA, community service, project knowledge, financial need, and more while uplifting their creativity through the fiber arts.

Madelinetosh "Beans for Brains" yarn and pattern is available in Farm Twist, \$29.50 per skein at www.madelinetosh.com and \$28.50 at www.jimmybeanswool.com and Amy Gunderson's Beans for Brains beret pattern is available for purchase for \$5 at www.Ravelry.com



Beans for Brains Colorway



Amy Gunderson's Beans for Brains beret pattern, 'BFBB'



About Madelinetosh: Founded in 2006, Madelinetosh, affectionately known as Mad | Tosh, found its humble beginnings in the form of an Etsy shop based in Fort Worth, Texas. Fast forward to today, the brand has grown into a team of more than 40 creatives, dyers, and yarn experts with a passion for color, selling direct to customers and to local yarn shops around the world. In the Fall of 2019, the Mad | Tosh team was welcomed into the Jimmy Beans family, led by the visionary Laura Zander and her animal-loving husband, Doug. Since then, Laura and her team have been charged with preserving the Mad | Tosh legacy so many (including herself) fell in love with from the very beginning – a legacy of decadent yarns, innovative dyeing methods, and original uses of color.