



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales

THE CAMPAIGN FOR WOOL AND JASMINE HEMSLEY COLLABORATE TO ENCOURAGE THE NATION TO KNIT - A PROVEN WAY TO IMPROVE MENTAL HEALTH WHILST LEARNING A NEW SKILL

- **The Prince of Wales' Campaign for Wool aims to upskill Brits in these uncertain times releasing a 'how to start knitting guide' in collaboration with author, chef and wellness expert Jasmine Hemsley**
- **Consumers are invited to watch the knitting tutorial on Instagram and Facebook, and use their new skills to get creative**
- **Knitting is proven by Harvard Medical School to be beneficial for positive mental health, inducing a state of calm and reducing anxiety akin to yoga**

The Campaign for Wool, whose Patron is His Royal Highness The Prince of Wales, aims to help the nation to 'knit together' with a time honoured pastime to get through the current isolation period. The Campaign has collaborated with three-time best-selling author and wellness expert, Jasmine Hemsley, on a "*how to start knitting*" guide to encourage families or individuals to take up knitting as a way to pass time, be creative and make something, as a benefit to their mental health in this stressful time.

The instructions are simple to follow so that the whole family can take part and outlines how to create a scarf with creative tips. Jasmine worked with the Campaign for Wool and has also captured her knitting experience in a video, shared on her Instagram channel where she also teaches her husband, photographer Nick Hopper, how to begin to knit a scarf whilst they self-isolate.

Knitting is not just a good way to pass time, it has also been shown to relieve stress and improve mood – akin to yoga or going for a jog. A study conducted by **Harvard Medical School's Mind and Body Institute**, found that knitting lowers the heart rate, by an average of 11 beats per minute, and induces an 'enhanced state of calm'. The repetitive movements required to create a pattern release calming serotonin, which can lift moods and dull pain, according to the findings. It has also been found that the hobby can also help fight loneliness and increase a sense of usefulness and inclusion.

With the increase in elderly people connecting with family members via video chats, knitting provides a fun activity which can be enjoyed virtually, combining modern technology with a much-loved craft.

Peter Ackroyd, COO for the Campaign for Wool said: "*Knitting is a perfect pastime to be enjoyed during these stay-at-home days, either alone or with a group of like-minded enthusiasts who are turning to hands-on and virtual hobbies. Knitting is not only therapeutic, but choosing wool to do it with makes this activity also environmentally friendly.*"

Celebrities who are not averse to a little knitting and purling include Perrie Edwards, [Cara Delevingne](#), [Sarah Jessica Parker](#), [Emma-Louise Connelly](#) and [Lorde](#).

Using wool to knit will provide consumers with a household item which is long lasting and durable, ecologically friendly and has been created sustainably. Wool is also proven to be safe for skin, easy to care for, is flame retardant and reduces VOCs, so ideal for the whole family during time together at home.

To find local suppliers to purchase everything you need to starting knitting visit <http://www.campaignforwool.org/knitting/>

@campaignforwool #ChooseWool #lovetoknit

-ENDS-

For more information about the Campaign for Wool visit: www.campaignforwool.org

For images, quotes or more information please email: woolteam@thisismission.com

About The Campaign for Wool:

The Campaign for Wool was launched in 2010 to educate consumers about the benefits of wool, promote wool-rich products to a national audience and help to support and grow the wool industry. Run by a coalition of industry groups convened by HRH The Prince of Wales, the Campaign works to engage consumers through exciting fashion, interiors, artisan and design lead activities centering around Wool Week each year.

The Campaign for Wool is jointly funded by some of the world's largest woolgrower organisations in the world. Key nation partners include the British Wool Marketing Board, Australian Wool Innovation/The Woolmark Company, Cape Wools South Africa and Campaign for Wool New Zealand. All have shown incredible support and contributed to the global success of His Royal Highness's Campaign for Wool since its inception.

About Jasmine Helmsley:

Jasmine Hemsley is a three-time best-selling author, the Founder of Hemsley + Hemsley and East by West, chef, food and health writer, restaurateur and nutrition & wellness expert. Jasmine is inspiring her global audience to deepen their commitment to eco choices and sustainability in food, fashion and beauty.