

TARON EGERTON

HUGH JACKMAN

#EddieTheEagle

EDDIE THE EAGLE

FROM PRODUCERS OF KINGSMAN: THE SECRET SERVICE

INSPIRED BY A DREAM COME TRUE

FEBRUARY 26



The OFFICIAL
#iKnitForEddie #iCrochetForEddie
KAL & CAL
The Fun Starts Jan 26th, 2016!

MARV



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Why Has Hollywood Reached out to the Knitting & Crochet Community?

1. Because they know we're one of the most **passionate**, **loving**, and **energized** groups in the world.
2. Eddie came from a family that showed their love and support for his dreams through knitting.
3. Because the sweater that his Mum wears is awesome (and it's a true part of the story)!!



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#iCrochetForEddie

What is Eddie the Eagle all about?!!



Inspired by true events, Eddie the Eagle is a feel-good story about Michael "Eddie" Edwards ([Taron Egerton](#)), an unlikely but courageous British ski-jumper who never stopped believing in himself - even as an entire nation was counting him out. With the help of a rebellious and charismatic coach (played by [Hugh Jackman](#)), Eddie takes on the establishment and wins the hearts of sports fans around the world by making an improbable and historic showing at the 1988 Calgary Winter Olympics.



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What are we proposing?

First off, **Hugh Jackman** (sigh) and **Taron Egerton** (double sigh!) have agreed to support *our* community by letting us teach them how to knit... on camera! And they've agreed to wear hand knit Eddie the Eagle hats for us (more on that later).

So, **we're proposing** that our community come together to support *them* & their new movie... and to show them, Hollywood, & the world why our craft rocks!

Here's how (in a nutshell):

- Join the Eddie the Eagle Hat #iKnitForEddie KAL and #iCrochetForEddie CAL
- Flood social media with selfies of you and your projects
- Visit Hugh and Taron on their media tour (& wear your hats!)
- Wear your "E" Hat to the opening of the movie
(Can you imagine the impact we'd have if millions of us showed up in hand knit hats?!)

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Ok, but what do knitters & crocheters get out of it?

- We get to team up with **Hollywood** to show the world how awesome our craft is!!
- We get a chance to make some noise on a world stage.
- We get a chance to **show the world** how Knitting & Crochet = Love.
- We get a chance to share our dreams (& the dreams of others) through our craft.
- And... we get a chance to **grow** our community!!!

I'm in! How do I start?

You start with the letter E.

(add passion, love, and about 200 yards of yarn... & Voila! You have a universal symbol of dreams.)
(btw, E is for Eddie, but it's also for Everyone. After all, if Eddie can reach his impossible dream, Everyone can!)

When you knit or crochet an “E” hat for yourself, infuse every stitch with your own impossible dreams...

Want to make an extra one?

- Give it to a loved one to show your support of their dreams (Like Eddie’s Mum!“)
- Consider donating it to one of the many charities that support making dreams come true (we’ll have a list available!).



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And then...

1. You join the KAL or CAL

2. You make a hat (or 2!)

3. You knit a dream into it...

4. You share your dream w/the world
(by posting selfies & using hashtags)!

Jimmy's hat was knit
using
Red Heart w/Love

Huck's hat was knit
using Rowan Pure
Wool Worsted.

Use the suggested yarns,
yarns from your stash, or
yarns from your LYS &
local craft store!



The "Official free knit & crochet patterns are available at
<http://www.jimmybeanswool.com/eddie>

Or get creative and make up your own... just include an "E"!

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What is Jimmy Beans going to do?

We're going to do what we do best... we're going to make some NOISE!!!

- First, we're going to Sundance!
 - We're yarn bombing the Sundance Film Festival
 - We're handing out "E" hats at Sundance
 - We're taking pics of Hugh Jackman & Taron Egerton wearing "E" handmade hats
- Then, we're teaching Hugh & Taron to knit their own "E" hats (on camera!).
- Next, we're working with the producers to include a "learn to knit/crochet your own "E" hat" bonus feature on the DVD release of the movie.
- And finally, we're going to [share, share, share!](#) "Official" shareable content will be published EVERY day starting Jan 26th on Facebook.com/JimmyBeansWool & Instagram/JimmyBeansWool.
 - We'll share Pics & Videos of Hugh & Taron Knitting.
 - We'll share content that you create.
 - We'll share movie events: Eddie the Eagle screening parties across the country (bring your knitting to get in!);
 - We'll share Hugh & Taron's U.S. publicity schedule (wear your hat & go see them!)

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What are we hoping for?

For knitters & crocheters to take over the world, of course!!

But more specifically...

- With help from Facebook & Instagram, we hope the hats, selfies, & videos of Hugh & Taron **GO VIRAL**.
- We hope the knitting and crochet community **GROWS** like mad!!
- And we hope that **Hollywood falls in love** w/ knitters & crocheters, that they start working with us on costuming, characters & storylines... & that all of our dreams to come true!!!



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FAQs

1. Do I have to use your pattern?

No! Get creative, make your own!

2. Can I create #iKnitforEddie products and sell them?

3. Does it cost me anything to participate in the KAL/CAL?

Nope! Use yarn from your stash if you want. The goal is to band together as community and make some noise!

Email eddie@jimmybeanswool.com w/ ideas, questions, things for JBW to share, etc.
Let's DO THIS!!!

MARV



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And Just Remember....

Knitting. Is. Love.

and...Love makes dreams come true

For centuries...

Knitting has been used as a physical manifestation of Love.

For centuries...

Love has fueled people's dreams.

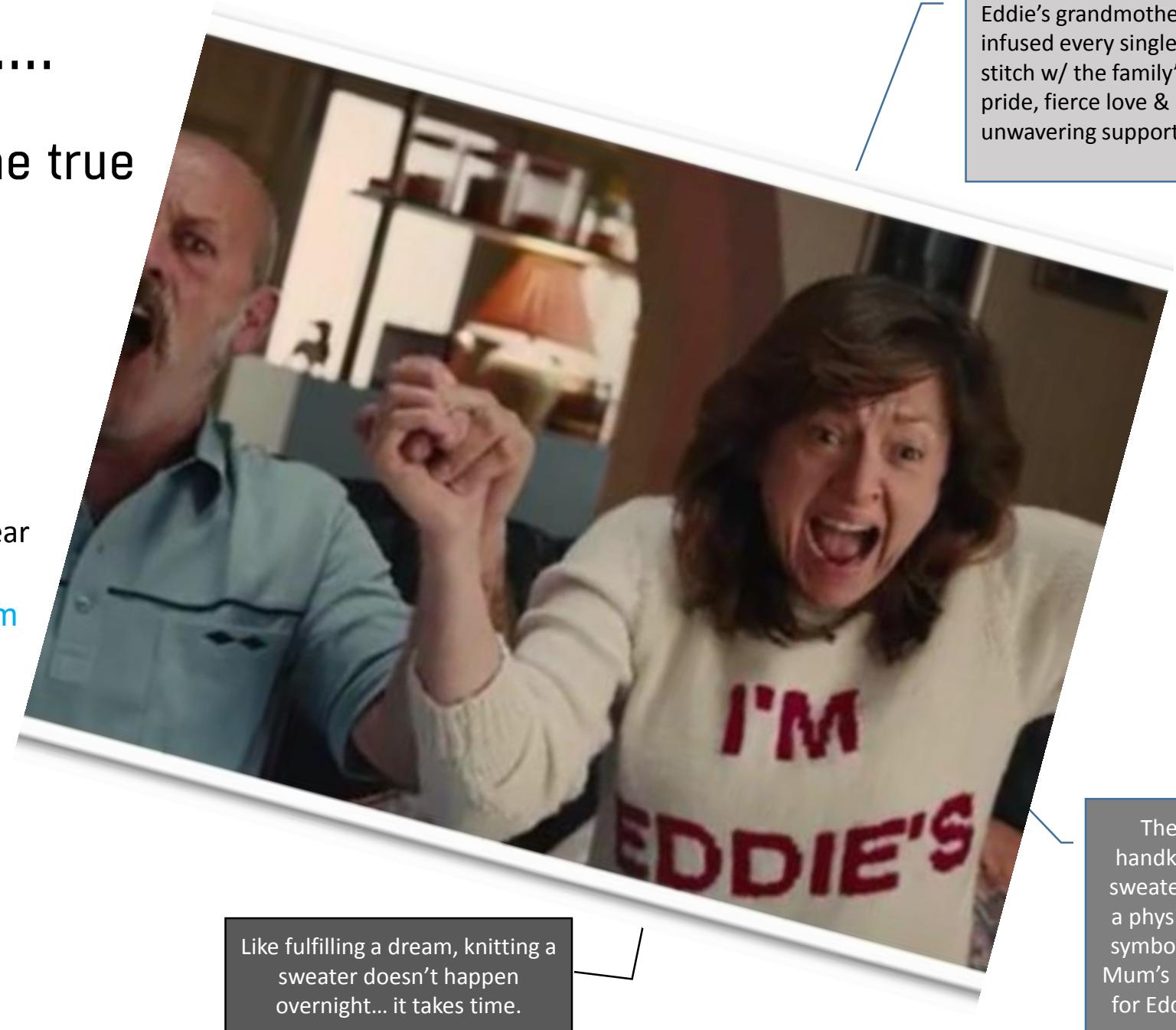
And, in 1988, at the Olympics (the same year as those Jamaican bobsledders).....

Eddie's Love-Fueled, Knit-Fueled Dream Came True.

And in 2016, our dreams will come true when Hollywood, Hugh, and the world will fall IN LOVE with Knitting!



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Like fulfilling a dream, knitting a sweater doesn't happen overnight... it takes time.

Eddie's grandmother infused every single stitch w/ the family's pride, fierce love & unwavering support.

The handknit sweater is a physical symbol of Mum's love for Eddie.