



CLIENT:

Ewethful Fiber Farm & Mill

“I highly recommend A. Wordsmith. I am absolutely positive they have helped my business move forward and gain attention at a rapid pace.”

-Ewethful Fiber Farm &
Mill Owner, Kim Biegler

Client Description

Ewethful Fiber Farm & Mill is a mini-fiber mill and retail shop in Halsey, Oregon. Owned by Kim Biegler, the Ewethful Fiber Farm & Mill produces and processes various animal fibers as well as creating yarn. Ewethful Fiber Farm & Mill's retail shop is housed in a refurbished, historic building. The shop sells fiber products, handmade goods and local antiques. Ewethful Fiber Farm & Mill also offers classes in the fiber arts.

Project Description

Kim approached A.wordsmith for support publicizing Ewethful Fiber Farm & Mill's opening in the spring of 2017. Kim and Ewethful Fiber Farm & Mill faced a challenge in their location. Though only a short drive off I-5, Halsey was not a natural destination or rest stop. Kim wanted Ewethful Fiber Farm & Mill, and the retail shop specifically, to be on the map for I-5 travelers and yarn and fiber enthusiasts.

Key Results

A.wordsmith elevated knowledge of Ewethful Fiber Farm & Mill to the communities surrounding Halsey with placements in local newspapers prior to the opening, resulting in strong attendance. Additionally, A.wordsmith secured placements in fiber publications, travel publications and local broadcast stations in order to demonstrate Kim's fiber knowledge and establish Ewethful Fiber Farm & Mill as a destination.

Grand opening coverage:

- Albany Democrat Herald: [Halsey mini fiber mill holds grand opening](#)
- Lebanon Express: [Ewethful Fiber Farm & Mill Photo Gallery](#)
- Albany Democrat Herald: [Revived in the Wool](#)

Post opening coverage:

- 1859 Print Mention
- [Wool n Spinning Podcast](#)
- [KGW Portland Today Show](#)
- [PLY Magazine: A Day in the Life of a Fiber Mill Owner](#)