

MEDIA RELEASE – For immediate release

Inspired at Home announces Aleene Jackson Craft Museum *Craft industry pioneer archives now available on-line*

March 23, 2009 - METRO WASHINGTON D.C. – A household name for over 50-years, Aleene's Tacky Glue has been cherished for generations. To honor the heritage of the founder of this "tacky" business, www.inspiredathome.com is pleased to announce the launch of the Aleene Jackson Craft Museum. Spearheaded by Aleene's daughters - Tiffany Windsor, Candace Liccione and Heidi Borchers, the Aleene Jackson Craft Museum features historical photographs and interviews with Aleene and her family.

At the age of 19, Aleene started her first business, a florist shop. Several years later she set up a mail order business to sell corsage supplies and in 1949, she came across Formosan wood fiber, found it ideal for making artificial flowers and bought \$12 worth. She started selling the materials from which housewives and hobbyists were making artificial flowers. From that initial \$12 investment, in 1952, Aleene's Fibre and Floral Supply Company grossed almost \$1 million. This amazing woman reached this major accomplishment at the age of 28 with three children under the age of 6. Her remarkable story was featured in the January 5, 1953 issue of Life Magazine.

It was from this business of artificial flowers where Aleene recognized the need for a glue which would not soak through the materials and fabrics that she was using. Thus, "Glue d'Aleene" was formulated and sold. It wasn't long before the name was changed to Aleene's Tacky Glue when the designers kept asking for "that tacky glue".

Aleene continued in her entrepreneurial spirit and made her next major mark when she launched the Aleene's Craftmaker's Caravan in 1967 which is credited as *the* event which launched the craft industry. This Caravan tour was promoted on her regular television appearances at the time, and consumers swarmed to these events which visited 33 cities in 6 months. Aleene continued to make her mark in the craft industry for another 30 years through Aleene's Creative Living television, magazine and consumer outreach before retiring in 2000. The Aleene's line of products are currently owned and manufactured by [Duncan Enterprises](http://DuncanEnterprises.com) of Fresno, California.

For more information regarding the Aleene Jackson Craft Museum please go to www.inspiredathome.com or email tiffany@inspiredathome.com. To book an interview with Aleene Jackson, please call 626/616-3113.

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Inspired by their remarkably creative lives as daughters of Aleene Jackson, renown pioneer of the arts & crafts industry and creator of Aleene's Tacky Glue, Tiffany Windsor, Candace Liccione and Heidi Borchers "The Creativity Sisters", launched www.inspiredathome.com in January 2009. Inspired at Home incorporates our passion for teaching and sharing creativity and wellness and offers a space for all *creativity sisters* to come together to celebrate their creative spirit. The Inspired at Home Radio show can be heard on www.blogtalkradio.com/inspiredathome.