

FOR IMMEDIATE RELEASE

BERNINA SPONSORS RICKY TIMS QUILT SEMINAR IN ROCHESTER, NEW YORK

Seminar scheduled for Thursday, July 12 through Saturday, July 14

AURORA, Ill. – June 28, 2012 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that it is a sponsor of a three-day Ricky Tims Super Quilt Seminar featuring BERNINA sewing machines, which will be held at the Rochester Institute of Technology in Rochester, N.Y. on Thursday, July 12 through Saturday, July 14. Representatives from The Bobbin Case, a BERNINA Dealer in Rochester, N.Y., will also be exhibiting at the seminar with BERNINA machines and accessories available for sale.

The seminar will feature live demonstrations by Ricky and special guests, Alex Anderson and Libby Lehman. Some class instruction will involve simpler straight stitching techniques, as well as training covering machine appliqué, machine quilting, bobbin quilting, various types of threads and other more complex techniques. The variety of techniques covered will inspire both traditional quilters and contemporary quilt artists, while the scope of information will appeal to quilters of all levels of expertise.

Ricky Tims is known internationally as a best-selling author, enthusiastic and encouraging teacher, an award-winning quilter, fabric designer, and a talented and spellbinding speaker. His innovative and entertaining presentations feature live music and humor combined with scholarly insights and wisdom. His quilts have been displayed worldwide and have won numerous international awards. He began designing and making quilts in 1991, and was recently named as one of “The Thirty Most Distinguished Quilters in the World.” In 2009 he was selected (in a three-way tie) by the readers of *Quilter's Newsletter Magazine* as “The Most Influential Person in the Quilting Industry.” He presents three-day Ricky Tims Super Quilt Seminars in select cities throughout the United States and holds week-long La Veta Quilt Retreats at his art quilt studio in the tiny mountain town of La Veta, Colo. In 2010, he and Alex Anderson started a new quilting lifestyle magazine called *The Quilt Life*.

Alex Anderson is known as the host of HGTV's “Simply Quilts.” Her numerous best-selling quilting books have made her one of the most published authors in quilt history. To learn more about Alex, please visit www.alexandersonquilts.com/.

Libby Lehman is one of the world's foremost innovators for machine stitching. Her studio art quilts have won many awards and are displayed in private, corporate, and museum collections. To learn more about Libby, please visit www.libbylehman.us/.

For additional details concerning the Ricky Tims Super Quilt Seminar, please visit www.rickytims.com/seminars/seminar-main.

About BERNINA

Founded in Switzerland more than 100 years ago, BERNINA is the world's premier manufacturer with a proven reputation for offering state-of-the-art sewing and embroidery systems, sergers and

embroidery software. BERNINA's leadership is marked by an impressive number of industry leaders, influencers and artisans who chose to partner with the company. BERNINA products are sold in the United States through a network of approximately 450 fully trained independent dealerships. In 2008, the company introduced the revolutionary BERNINA 830, a machine designed to change the home sewing industry. To learn more and to find a dealer, visit www.berninausa.com or call (630)978-2500.

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