

FOR IMMEDIATE RELEASE

BERNINA OF AMERICA INTRODUCES *WeAllSew* APP FOR IPHONE

iPhone users can read the latest posts and find great project ideas all while on the go

AURORA, Ill. – August 6, 2013 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to introduce its new [WeAllSew](#) mobile app for iPhone® users, available for free from the Apple® App Store. [WeAllSew](#) provides an online community for sewers and crafters of all ages and skill levels to be celebrated and inspired. The [WeAllSew](#) app enables users to read the latest posts from sewing experts, find project ideas, tutorials, patterns and tips to fuel creativity and a love for sewing, all while on the go. A version of the [WeAllSew](#) mobile app is also in development for Android®.

[WeAllSew.com](#) offers a place for sewers, embroiderers and quilters to connect with blog contributors and sewing experts. Readers will also find tutorials, easy step-by-step instructions, new product information and inspirational ideas, including ways to help those in need.

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.bernina.com or call (630)978-2500.

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