

FOR IMMEDIATE RELEASE

BERNINA DEALER TO OFFER 10 PERCENT DISCOUNT FOR DONATING ANY SEWING MACHINE, MAY 27 – SEPTEMBER 2

Danner's BERNINA Shoppe working with local chapter of Pedals for Progress to ship sewing machines overseas into developing countries

AURORA, Ill. – May 23, 2013 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Danner's BERNINA Shoppe, an authorized BERNINA Dealer in Hanover, Pa., is offering a 10 percent discount to anyone donating a sewing machine between May 27 and September 2. The Dealer is working with the local chapter of Pedals for Progress to ship the machines overseas into needy hands in developing countries. The discount is good up to \$500 off any new BERNINA sewing machine priced at \$999 and above.

Since 1999, Pedals for Progress has shipped more than 2,000 sewing machines to seamstresses and tailors to begin their own businesses. Other recipients include schools, where students may learn a valuable skill they can use anywhere. Pedals for Progress was started in 1991 with the mission of repairing and shipping used bicycles. When the organization learned that sewing machines are also in demand in the same places, it began piggybacking them onto the bike shipments. For more information about Pedals for Progress, please visit www.p4p.org.

Danner's BERNINA Shoppe, 600 Beck Mill Road, has been family owned and operated since 1993. The Dealer sells BERNINA sewing machines and software, notions and fabric, and provides a variety of sewing, embroidery and quilting classes for people of all skill levels. For more information about Danner's BERNINA Shoppe, please call (717)637-4685.

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.

###

Media Contact for BERNINA of America, Inc.:

Doug Dusik, (312)780-7218, ddusik@dresnerco.com
Caitlin Carr, (312)780-7210, ccarr@dresnerco.com