

FOR IMMEDIATE RELEASE

## **BERNINA INTERNATIONAL OWNER HANSPETER UELTSCHI TO VISIT DEALER IN TUCSON, ARIZONA ON THURSDAY, OCTOBER 31**

*Mr. Ueltschi to meet with guests and autograph sewing machines at The Sewing Room*

**AURORA, Ill. – October 22, 2013** – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Hanspeter Ueltschi, fourth-generation owner of BERNINA International, will visit The Sewing Room, located at 6538 E. Tanque Verde Road, Tucson, Arizona, on Thursday, October 31. The event will start at 9:30 a.m. with a demonstration of BERNINA's latest products. Mr. Ueltschi will be available to meet guests and autograph sewing machines at 10:30 a.m. Gifts and light hors d'oeuvre will be offered during the events. Those who would like to attend are asked to reserve a spot by calling The Sewing Room at (520)797-2207 or (520)722-8810.

The Sewing Room is BERNINA-exclusive Dealer providing top-quality service to area residents. The Dealer sells BERNINA sewing machines and software, and also provides a variety of sewing, embroidery and quilting classes for people of all skill levels. For more information The Sewing Room, please visit [www.sewingroomtucson.com](http://www.sewingroomtucson.com).

### **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, visit [www.bernina.com](http://www.bernina.com) or call (630)978-2500.

###

### **Media Contact for BERNINA of America, Inc.:**

Doug Dusik, (312)780-7218, [ddusik@dresnerco.com](mailto:ddusik@dresnerco.com)

Joanne Tedesco, (312)780-7210, [jtedesco@dresnerco.com](mailto:jtedesco@dresnerco.com)