

FOR IMMEDIATE RELEASE

**BERNINA DEALER IN NORMAL, ILLINOIS
CELEBRATES 30TH ANNIVERSARY, APRIL 5 – 14**

*Sewing Studio to commemorate milestone with storewide discounts
and a drawing for a BERNINA 330 sewing machine*

AURORA, Ill. – March 28, 2013 – BERNINA of America, the world's premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Sewing Studio, a BERNINA Dealer in Normal, Ill., is celebrating its 30th anniversary with a storewide sale from Friday, April 5 to Sunday, April 14. Customers who bring in non-perishable items to be donated to a local charity will receive an additional discount. Also, a drawing for a BERNINA 330 sewing machine and other prizes is being held at the end of the celebration. Sewing Studio is located at 1503 E. College Ave., Suite C. Store hours are Monday through Friday 9:30 a.m. – 6:00 p.m., Saturday 9:30 a.m. – 5:00 p.m. and Sunday 12:00 p.m. – 4:00 p.m.

Sewing Studio is an authorized BERNINA Dealer providing top-quality service to area residents. Owned by Margaret Couch, who is also one of its two founders, Sewing Studio carries BERNINA sewing machines and software, quality fashion and quilting fabrics, and a wide assortment of notions, books, patterns and embroidery designs. It also provides a variety of classes including quilting, beginning sewing, Kids Can Sew and Sewing Machine Guide. In addition, it hosts a BERNINA Software Sampler Club and an Embroidery Club. Sewing Studio repairs all brands of sewing machines and sergers. For more information, please visit www.sewingstudionormal.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 or call (630)978-2500.

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