

FOR IMMEDIATE RELEASE

**BERNINA DEALER TO CELEBRATE 10TH ANNIVERSARY
WITH FOOD AND FREE GIFTS, NOVEMBER 16 – 17**

The BERNINA Connection is also holding a drawing for a BERNINA 330 sewing machine

AURORA, Ill. – November 12, 2012 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that The BERNINA Connection, a BERNINA Dealer in Phoenix, will celebrate its 10th anniversary from 9:30 a.m. – 6 p.m. on Friday, November 16 and Saturday, November 17 with food, gifts, and drawings for a B 330 sewing machine and other door prizes. In addition, local designers will showcase their original patterns on Friday from 10 a.m. until noon.

The BERNINA Connection, located at 4219 E. Indian School Road in Phoenix, is a BERNINA-exclusive Dealer that provides top-quality service to area residents. The Dealer offers the full line of BERNINA sewing machines, software and accessories, and provides a variety of sewing, embroidery and quilting classes for people of all skill levels. For more information on The BERNINA Connection, please visit www.berninaconnection.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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