

FOR IMMEDIATE RELEASE

## **BERNINA OF AMERICA ADDS FOUR NEW EXPERTS TO WEALLSEW**

*Luke Haynes joins WeAllSew as its first male Expert*

*Jessica Abbott, Megan Bohr and Jenelle Montilone will also supply project ideas, patterns and tips at [WeAllSew.com](http://WeAllSew.com)*

**AURORA, Ill. – August 28, 2013** – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to introduce its first male [WeAllSew](http://WeAllSew.com) blog Expert, Luke Haynes, along with three other new Experts, Jessica Abbott, Megan Bohr and Jenelle Montilone. The four will join the community of BERNINA Experts who supply project ideas, patterns and tips to fuel creativity and a love for sewing at [WeAllSew.com](http://WeAllSew.com). The blog also provides an online community for sewers and crafters of all ages and skill levels to be celebrated and inspired.

**Luke Haynes** is a quilt architect who uses his background in architecture and fine art to inspire his sewing. Mr. Haynes has been sewing and crafting since he was a child. He took road trips with his mother and crocheted granny squares in the passenger seat, and he sewed hats for himself in middle school. His work is shown around the world. Mr. Haynes grew up around the United States, learning bits of craft and art at each stop. He has resided in 14 states, including his current home, Los Angeles.

“I am very excited to join the BERNINA family and have the opportunity to share some of my methods and tricks that I use in my studio on [WeAllSew](http://WeAllSew.com),” said Luke Haynes. “I’ve only had my BERNINA sewing machine for a few weeks and I’m already spoiled!”

[WeAllSew](http://WeAllSew.com) will host a Quilt Sew Along with Mr. Haynes in the month of September.

For more information about Mr. Haynes and to read his blog, please visit [www.lukehaynes.com](http://www.lukehaynes.com).

**Jessica Abbott** is the author of the *Me Sew Crazy* blog, where she is known as the Sewing Rabbit. She is also the founder of *SewSet.com*, hosts the Jo-Ann Fabric & Craft Stores Girl’s Night Out Blogger Get Together dinners, and is the creator of Five and Ten Designs, a company that designs clothing especially for children. Ms. Abbott loves sewing for her three children and finds great joy in knowing that they are wearing something handmade with love. She has lived all around the world, but is currently residing in Virginia Beach, Va. with her husband and kids.

“I’m truly blessed to become part of the BERNINA family because they make the best quality machines you can sew with,” said Jessica Abbott. “There isn’t a day that goes by where you can’t find me in front of my BERNINA 350 PE sewing machine.”

For more information about Ms. Abbott and to read her blog, please visit [www.mesewcrazy.com](http://www.mesewcrazy.com).

**Megan Bohr** began sewing and quilting at age 12 and bought her first BERNINA sewing machine — a bright red B 153 QE — when she turned 16. Three years ago she started her

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blog, *Canoe Ridge Creations*, to record her sewing and quilting adventures. Ms. Bohr loves to share new quilt designs, projects, tutorials and inspiration on her blog. Her patterns and designs have also been featured on many sewing and quilting Web sites including *Quilty.com*, and Ms. Bohr will be featured in *Modern Bee: 13 Quilts to Make with Friends*, a new book coming out this fall. Born and raised in small-town Iowa, Ms. Bohr recently made the move to Rochester, Minn.

"I'm so thrilled to be joining the BERNINA and [WeAllSew](#) team!" said Megan Bohr. "I'm looking forward to sharing fun quilting projects on [WeAllSew](#)."

For more information about Ms. Bohr and to read her blog, please visit [www.canoeridgecreations.com](http://www.canoeridgecreations.com).

**Jenelle Montilone** has been creating her whole life and loves photography, pottery, sewing and painting. It wasn't until after she had children of her own that she took a real interest in sewing and creating clothing that reflected their personalities. She enjoys repurposing and upcycling clothing in a way that stirs emotion. Ms. Montilone started the blog *Trashn2Tees* as a way to use her craft to raise awareness about textile and clothing recycling and has established brand partnerships and local initiatives to divert more than 32 tons of clothing from landfills. She is an award-winning entrepreneur who resides in Easton, Penn. and is dedicated to changing the way people consume and create.

"I knew as a child, I'd be creating all my life," said Jenelle Montilone. "I'm grateful to have the opportunity to share my tips on repurposing and upcycling clothing on [WeAllSew](#)."

For more information about Ms. Montilone and to read her blog, please visit [www.trashn2tees.com](http://www.trashn2tees.com).

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

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

Caitlin Carr, (312)780-7210, [ccarr@dresnerco.com](mailto:ccarr@dresnerco.com)

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