

FOR IMMEDIATE RELEASE

## **BERNINA DEALER IN MIFFLINBURG, PENNSYLVANIA CELEBRATES ITS 26TH ANNIVERSARY ON SEPTEMBER 20 – 21**

*Hoover's BERNINA Sew will preview the new BERNINA 880 sewing machine and give away a BERNINA 830, BERNINA 330 and BERNINA 700D Serger*

**AURORA, Ill. – September 9, 2013** – BERNINA of America, the world's premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Hoover's BERNINA Sew, a BERNINA Dealer in Mifflinburg, Pa. is celebrating its 26th anniversary with an open house on Friday, September 20 from 9:00 a.m. – 8:00 p.m. and Saturday, September 21 from 9:00 a.m. – 3:00 p.m. The new state-of-the-art BERNINA 880 sewing machine will be demonstrated on both days and Hoover's BERNINA Sew will be giving away a BERNINA 830, BERNINA 330, BERNINA 700D Serger and a Horn of America sewing cabinet. Customers who attend store demos during the open house will become eligible to win the prizes. BERNINA educator and trainer Debbie Lashbrook will also be present during the open house, and there will be a 15-percent-off sale on fabrics and notions as well as soft-serve ice cream available for attendees to enjoy.

The BERNINA 880, BERNINA's new top-of-the line sewing, embroidery and quilting machine, boasts plenty of space, a full 12 inches to the right of the needle, and a fast sewing speed of 1,200 stitches per minute. Additionally, sewists can create unique embroidery arrangements with the new Shaping feature, colorize their embroideries with the new Color Wheel, and choose from 1,764 built-in stitches or create their own with the Stitch Designer.

Debbi Lashbrook is a BERNINA educator and trainer, and one of BERNINA's Experts on its [WeAllSew](#) blog. Ms. Lashbrook received her Master's degree in Textiles and Design from the University of Illinois and her specialties include garment construction, pattern drafting and fitting, and BERNINA Embroidery Software.

Hoover's BERNINA Sew, located at 2282 Beaver Rd., is a BERNINA-exclusive dealer, carrying the full line of BERNINA machines and accessories, fabrics and notions. It also offers a variety of classes for people of all skill levels. For more information about Hoover's BERNINA Sew, including the open house, please call (570)966-3822.

### **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.

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