

FOR IMMEDIATE RELEASE

## **BERNINA DEALER TO HOST A FREE SUPER SEW DAY ON THURSDAY, MAY 16 IN SARASOTA, FLORIDA**

*Say It With Stitches is now accepting registrations*

**AURORA, Ill. – May 10, 2013** – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Say It With Stitches, a BERNINA Dealer in Sarasota, Fla., is hosting a free Super Sew Day from 12:00 p.m. to 3:00 p.m. on Thursday, May 16. Participants will create a mixed-media zippered case using the BERNINA 710, BERNINA 830, BERNINA 580 and BERNINA's DesignWorks Software. Kits will be supplied and refreshments offered. The event will take place at the Dealer, 5750 S. Tamiami Trail. Registration is available by visiting Say It With Stitches or calling (941)925-3855.

The BERNINA 710 is part of BERNINA's 7 Series line of sewing, quilting and embroidery machines that also features the BERNINA 780 and BERNINA 750 QE (Quilter's Edition). Each 7 Series machine includes an extended freearm area with 10 inches of space to the right of the needle and a practical extension table with ample space to hold larger sewing projects. The 7 Series is also equipped with a color touchscreen and the integrated BERNINA Dual Feed, which tames hard-to-manage and fine fabrics.

BERNINA's DesignWorks Software Suite offers three modules, CutWork, PaintWork and CrystalWork components, turning your embroidery machine into a mixed media tool. Each module may be used independently or in combination with the others. With CutWork, shapes, patterns and designs are cut from multiple layers of fabric. PaintWork allows the application of pen drawings to fabric and textiles. Crystal appliqué patterns are created for textiles and garments using CrystalWork.

Say It With Stitches is a BERNINA-exclusive dealer that provides top-quality embroidery service to area residents. The Dealer offers the full line of BERNINA sewing machines, software and accessories, and also provides a variety of sewing and embroidery classes for people of all skill levels. For more information on Say It With Stitches, please visit [www.sayitwithstitches.net](http://www.sayitwithstitches.net).

### **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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