

FOR IMMEDIATE RELEASE

BERNINA DEALER IN AUSTIN, TEXAS CELEBRATES GRAND OPENING OF REMODELED STORE ON SEPTEMBER 19

Sew Much More welcomes BERNINA of America President Paul Ashworth to the celebration that includes a free drawing for a BERNINA 330 machine

AURORA, Ill. – September 9, 2013 – BERNINA of America, the world's premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Sew Much More, a BERNINA Dealer in Austin, Texas, is celebrating the grand opening of its newly remodeled location at 3010 W. Anderson Lane on Thursday, September 19. BERNINA of America President Paul Ashworth will attend from 12:30 p.m. – 3:30 p.m., and demonstrations of BERNINA sewing machines will take place throughout the day, including the brand-new state-of-the-art BERNINA 880. Refreshments will be offered and free prize drawings held, including a drawing for a BERNINA 330 sewing machine. Sew Much More is also having a grand opening sale with special pricing on BERNINA sewing machines from Monday, September 16 to Saturday, September 21.

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.

Sew Much More is an authorized BERNINA Dealer providing top-quality service to area residents. The Dealer sells BERNINA sewing machines and software, and provides a variety of sewing, embroidery and quilting classes for people of all skill levels. The newly remodeled Sew Much More has increased its space by 50 percent and now includes a larger showroom with an area dedicated to BERNINA. The Dealer has also increased its classroom and demonstration spaces. For more information about Sew Much More, please visit www.sewaustin.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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