

FOR IMMEDIATE RELEASE

**BERNINA DEALER CROSS PATCHES TO HOST
SEWAPALOOZA FEATURING CARRIE WELLS
FRIDAY OCTOBER 3 IN COLLINSVILLE ILLINOIS***Register in-person or by phone*

AURORA, Ill. – September 25, 2014 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Cross Patches, a BERNINA Dealer in Collinsville, Ill., is hosting Sewapalooza, a hands-on embroidery and quilting workshop on Friday, October 3 from 9:00 a.m. to 3:00 p.m. BERNINA Educator Carrie Wells will lead attendees through two holiday themed projects – a monogrammed suit case sachet using BERNINA's Embroidery Software 7, and an embellished shoe sack, using BERNINA's DesignWorks software. The event costs \$49 and includes all supplies, lunch, door prizes, a CD complete with project instructions, and the opportunity to experience BERNINA machines. The workshop will take place at Cross Patches, which is located at 1966 Vandalia Street (Route 159) at the Orchards Shopping Mall in Collinsville. Cross Patches will also offer discounts on machines, software and accessories and a zero percent, 48 month financing option. To register, call (618)345-3661 or stop by the store. Registration is highly recommended as seating is limited.

Carrie Wells is a BERNINA enthusiast. She loves the technology and innovations that come with BERNINA machines and software. From sewing and embroidery to BERNINA's DesignWorks software suite, including CutWork, PaintWork and CrystalWork, Carrie feels there are no boundaries when creating garments, quilts, pillows, or any other project. Carrie began sewing at a young age and decided that it was something that she wanted to do for a living. So, she set up a Web site to sell her wares. When she realized that she needed a new machine with greater capabilities, she went to a local BERNINA Dealer. There she fell in love with the machines. Given Carrie's love of BERNINA machines, she began selling them in Houston and then relocated to California where she became a top seller of BERNINA machines.

Cross Patches is an authorized BERNINA Dealer who provides top-quality service to area residents. The Dealer sells BERNINA sewing machines and software, and also provides a variety of sewing, embroidery and quilting classes for people of all skill levels. For more information, visit www.crosspatches.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 and to find a dealer, visit www.bernina.com or call (630)978-2500.

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