

FOR IMMEDIATE RELEASE

**BERNINA DEALER DANNER'S BERNINA SHOPPE TO HOST
GRAND OPENING ON TUESDAY APRIL 8 AND WEDNESDAY APRIL 9
IN HANOVER PENNSYLVANIA**

Registration is required and now available by phone or in-store

AURORA, Ill. – March 28, 2014 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Danner's BERNINA Shoppe, a BERNINA Dealer in Hanover, Penn., is hosting a two-day grand opening event that will feature 10 to 15 specialized stations where attendees can experience BERNINA sewing machines, and learn more about their features and BERNINA software. The event will take place on Tuesday, April 8 from 9:00 a.m. until 8:00 p.m. and on Wednesday, April 9 from 9:00 a.m. until 6:00 p.m. BERNINA of America President, Paul Ashworth will be in attendance on Wednesday, April 9 and will provide a BERNINA overview and give a new product update at 10:00 a.m., 12:00 p.m. and at 2:00 p.m. The event is free, but registration is required by calling Danner's BERNINA Shoppe at (717)637-4685 or by stopping by the store located at 551 Beck Mill Rd. Food will be available for purchase.

The event will feature a number of specialized stations and a chance to win a BERNINA 750 (B 750). To become eligible to win the B 750, attendees must stop at each station and receive a punch on their card indicating they were there. Product demonstrations will take place at each station, including:

- BERNINA Educator, Elaine Cibelli will feature the DesignWorks Software suite
- Mary Alice Fyock will focus on BERNINA Embroidery Software 7
- Laura Schwartz will demonstrate the new top-of-the-line BERNINA 880
- Jane Danner will demonstrate on the BERNINA 7 and 5 Series machines with a focus on the BERNINA Stitch Regular feature
- Carol Blevins will demonstrate on the BERNINA 3 Series with a focus on the needle punch
- Barbara Hura will focus on the serger/overlocker features and functions

Danner's BERNINA Shoppe is an authorized BERNINA Dealer who has provided top-quality service to area residents for the past 21 years and recently expanded to provide quilting fabric to local quilters. The Dealer sells BERNINA sewing machines and software, offers repair services and provides a variety of sewing, embroidery and quilting classes for people of all skill levels. For more information on the Dealer, please call (717)637-4685.

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.

###

Media Contacts for BERNINA of America, Inc.:

Joanne Tedesco, (312)780-7210, jtedesco@dresnerco.com

Doug Dusik, (312)780-7218, ddusik@dresnerco.com