

FOR IMMEDIATE RELEASE

HINKLETOWN SEWING TO HOST A SPECIAL EVENT WITH KAY HICKMAN AND DEBBI LASHBROOK NOVEMBER 5

Registration now being accepted in person, by phone and e-mail

AURORA, Ill. – October 17, 2014 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Hinkletown Sewing LLC, a BERNINA Dealer in Ephrata, Pa., is hosting a special event with sewing educators Kay Hickman and Debbi Lashbrook on Wednesday, November 5. Kay and Debbi will share the latest and greatest sewing, quilting and embroidery projects, techniques and supplies. The event will take place from 4:00 to 9:00 p.m. at the Shady Maple Banquet Facility, located at 129 Toddy Drive in East Earl, Pa. The cost is \$25 and includes a meal and gifts for everyone. Anyone who brings along a non-BERNINA sewing friend will also receive a \$25 gift card to the Dealer. To register, stop by Hinkletown Sewing, which is located at 232 Wannan Road, call (717)355-9616, or email jogroff@epix.net.

Kay Hickman is the coordinator for the All About ME (Machine Embroidery) Club, and teaches seminars and classes throughout the United States. She was previously the Director of Education at Oklahoma Embroidery Supply & Design (OESD) and has been with OESD / BERNINA for 10 years.

Debbi Lashbrook is a BERNINA educator and trainer, and one of BERNINA's Experts on its *WeAllSew* blog. Her blog posts include "Spirograph Quilt," "Decorative Stitches à la CutWork," and "Audition Appliqué Fabrics in Your Embroidery Software."

Hinkletown Sewing Machine Shop is a BERNINA-exclusive Dealer that provides top-quality service to area residents. The Dealer offers the full line of BERNINA sewing machines, software and accessories, and provides a variety of sewing, embroidery and quilting classes for people of all skill levels.

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 Contact for BERNINA of America, Inc.:

Doug Dusik, (312)780-7218, ddusik@dresnerco.com
Joanne Tedesco, (312)780-7210, jtedesco@dresnerco.com