

FOR IMMEDIATE RELEASE

**BERNINA DEALER HUTCH MIDWEST SEWING & VACUUM CENTER
TO HOST SEWAPALOOZA FEATURING BETSY CARLSON ON
NOVEMBER 8 IN HUTCHINSON KANSAS**

Register in-person or by phone

AURORA, Ill. – October 27, 2014 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Hutch Midwest Sewing & Vacuum Center, a BERNINA Dealer in Hutchinson, Kansas, is hosting Sewapalooza, a hands-on sewing, embroidery, and quilting workshop taking place on Saturday, November 8 from 9:00 a.m. to 4:00 p.m. The event will take place in the Scout House at the Kansas State Fairground located at 2000 N Poplar Street in Hutchinson. BERNINA Educator Betsy Carlson will lead attendees through embroidery, quilting and accessory projects. The event costs \$69 and includes a \$10 gift card, supplies, door prizes, lunch and the opportunity to use BERNINA machines. To register, call (620)663-2523 or stop by the store. Registration is required as seating is limited.

A BERNINA Educator and BERNINA machine owner for 20 years, Betsy Carlson is from Grand Rapids, Mich. and began sewing in junior high school when she made her first project, a zippered turtle pillow for pajamas. After that there was no turning back. She was hooked. Years later, after her career in public relations and being a stay-at-home mom, Betsy started her own business, Nine Patch Sewing Company, and held the president title for the West Michigan Quilters' Guild. As a BERNINA educator, Betsy enjoys visiting the BERNINA Creative Center in Aurora, Ill., where she continues to learn more about how to use BERNINA machines, accessories and software. When Betsy's not sewing or training, she can be found using power tools like a tile saw or chop saw she's used in remodeling her home.

Hutch Midwest Sewing & Vacuum Center is an authorized BERNINA Dealer which 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.hutchmidwest.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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