

FOR IMMEDIATE RELEASE

BERNINA ANNOUNCES PIN IT FOR A CHANCE TO WIN A BERNINA 530 SWISS EDITION CONTEST

Enter from September 29 through October 13 on BERNINA's WeAllSew blog

AURORA, Ill. – September 29, 2014 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce its Pin It For a Chance To Win a BERNINA 530 Swiss Edition (B 530 SE) contest on its *WeAllSew* blog. The contest begins Monday, September 29 and runs through Monday, October 13. To enter, visit BERNINA's *WeAllSew* (www.WeAllSew.com), click on the "Pin It For a Chance to Win the BERNINA 530 Swiss Edition" post, and choose from one of the three B 530 SE photos displayed. Move your cursor to the photo of choice and click on "Submit & Pin," then complete the post of the photo to your Pinterest board. Entries are limited to one per person and multiple pins will not increase your chance of winning. There is no cost to enter but contestants are required to have an active Pinterest account.

"We are pleased to provide BERNINA's *WeAllSew* visitors with an opportunity to win a new, limited edition BERNINA 530 Swiss Edition," said Paul Ashworth, President of BERNINA of America. "This model is the only machine that has a BERNINA Red faceplate and is now available at authorized BERNINA Dealers nationwide. We wish all participants the best of luck."

The B 530 SE celebrates BERNINA's Swiss origins, heritage and family tradition. It includes a wide range of functions and features that BERNINA loyalists expect, such as the CB hook, which is the traditional BERNINA bobbin system that produces the legendary BERNINA stitch quality. The machine also has a powerful DC motor that gives full sewing power at all speeds to provide consistent stitching on multiple layers and heavy fabrics. The B 530 SE also includes the electronic foot control, which allows sewists to enjoy consistent speed control plus a heel/tap feature to raise and lower the needle. It is a mid-priced BERNINA machine with a winning combination of quality, features and ease-of-use backed by Swiss precision. To learn more, visit www.bernina.com/5series.

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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