

FOR IMMEDIATE RELEASE

**BERNINA DEALER ROCKY MOUNTAIN SEWING AND VACUUM TO
HOST SEWAPALOOZA FEATURING KELLIE RUSHING DECEMBER 4
IN ARVADA AND DECEMBER 6 IN LITTLETON COLORADO***Register in person, online or by phone*

AURORA, Ill. – November 24, 2014 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Rocky Mountain Sewing and Vacuum, a BERNINA Dealer with locations in Arvada, Aurora, and Littleton, Colorado is hosting Sewapalooza on Thursday, December 4 at the Aravada store. The Aravada store is located at 7330 W. 88th Avenue. On Saturday, December 6, the event will take place at the Littleton store located at 8601 W. Cross Drive. Both events will take place from 10:00 a.m. to 5:00 p.m. BERNINA Educator Kellie Rushing will lead attendees through three sewing, embroidery and quilting projects including an embroidered wristlet, monogrammed mini quilted travel pillow, and an embellished shoe sack using BERNINA's DesignWorks software suite. The events cost \$59.00 each and include lunch, a goodie bag, discounted prices on BERNINA machines, software and accessories and the opportunity to experience the BERNINA 880 sewing machine. To register for the Arvada event, call (303)404-0370 or stop by the store. For the Littleton event, call (303)979-2334 or stop by the store. Attendees can also register for an event online, www.rockymountainsewing.com.

BERNINA Educator Kellie Rushing began sewing at age 5 when her grandmother taught her how to hand-embroider. After marrying and becoming a stay-at-home mom, Kellie used her skill to start a home-based business making custom draperies. She fell in love with her first BERNINA in 1988 and BERNINA has been her passion ever since. Kellie has been a BERNINA Dealer, a freelance educator, and a BERNINA National Tradeshow team member.

The BERNINA 880 (B 880) is among BERNINA's fastest sewing and embroidery models, with more built-in stitch patterns and embroidery designs to choose than ever before, and innovative machine features for creating high-quality home projects. It boasts plenty of space, with a full 12 inches to the right of the needle for jumbo embroidery projects, up to 1,200 stitches per minute, and a maximum embroidery speed of 1,000 stitches per minute. The B 880 also comes equipped with 12 alphabets and 400 built-in embroidery designs, which can be duplicated and arranged into any desired formation using the new Shaping feature. In addition, embroidery colors can be manipulated with the new Color Wheel, allowing users to easily coordinate color schemes before embroidering begins. The B 880 is available at authorized BERNINA Dealers nationwide.

Rocky Mountain Sewing and Vacuum is an authorized BERNINA Dealer which provides top-quality support, education and 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.rockymountainsewing.com.

About BERNINA

Founded in Switzerland more than 100 years ago, BERNINA is the world's premier

manufacturer with a proven reputation for offering quality state-of-the-art sewing, quilting and embroidery machines, overlockers, sergers, and embroidery software. BERNINA's leadership is marked by an impressive number of ambassadors, industry leaders, influencers and bloggers, who chose to partner with the company. BERNINA products are sold in the United States through a network of approximately 400 fully trained independent dealerships that also offer support and education. Select BERNINA and bernette machines, and BERNINA software can also be purchased through BERNINA's eCommerce site, shop.bernina.com. BERNINA products are designed for beginning to advanced sewists and priced to meet a variety of budgets, with new products being introduced every year. You can follow BERNINA on Facebook: www.facebook.com/berninausa, Twitter: www.twitter.com/berninausa, and Pinterest: www.pinterest.com/WeAllSew, and read BERNINA's *WeAllSew* blog at www.weallsew.com. To learn more about BERNINA and to find a Dealer, visit www.bernina.com or call (630)978-2500.

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