

FOR IMMEDIATE RELEASE

**BERNINA DEALER SUSAN MARIE'S SEWING CENTER TO HOST
SEWAPALOOZA FEATURING BETSY CARLSON
THURSDAY NOVEMBER 20 IN PALOS HEIGHTS ILLINOIS***Register in-person or by phone*

AURORA, Ill. – November 10, 2014 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Susan Marie's Sewing Center, a BERNINA Dealer in Palos Heights, Illinois, is hosting Sewapalooza, a hands-on sewing, embroidery, and quilting workshop taking place on Thursday, November 20 from 9:00 a.m. to 4:00 p.m. The event will take place at the store located at 6515 West 127th Street in Palos Heights. BERNINA Educator Betsy Carlson will lead attendees through three projects including an embroidered wristlet in the hoop, an upcycled project that converts a t-shirt into a backpack using a serger and an opportunity to use BERNINA's DesignWorks software. The event costs \$55 and includes supplies, door prizes, lunch and the opportunity to use BERNINA machines. To register, call (708)371-9314 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.

Susan Marie's Sewing Center 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.susanmariesinc.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 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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