

FOR IMMEDIATE RELEASE

BERNINA DEALER THE QUILT CROSSING TO HOST SEWAPALOOZA FEATURING CHRISTINE GIST FRIDAY JUNE 20 IN BOISE IDAHO

Register in-person or by phone

AURORA, Ill. – June 2, 2014 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that The Quilt Crossing, a BERNINA Dealer in Boise, Idaho, is hosting Sewapalooza, a hands-on embroidery, and quilting workshop on Friday, June 20 from 9:45 a.m. to 4:30 p.m. BERNINA Educator Christine Gist will lead attendees through three projects that use embroidery, BERNINA accessories and BERNINA's DesignWorks Software Suite. The event costs \$79 and includes use of BERNINA machines and accessories, all supplies, and lunch. The workshop will take place at the Dealer, located at 10959 W. Fairview Ave. To register, call (208)376-0087 or stop by the store.

BERNINA's DesignWorks features CutWork, PaintWork and CrystalWork software that can transform a compatible BERNINA embroidery machine into a mixed media tool. With CutWork, shapes, patterns and designs can be cut from multiple layers of fabric. PaintWork allows the application of pen drawings to fabric and textiles. CrystalWork enables users to create crystal appliqué patterns for textiles and garments.

BERNINA Educator Christine Gist, of Tucson, Ariz., is an experimental, mixed media sewist who brings her imaginative ideas to life by using her BERNINA sewing machine tools. Gist worked and taught at a BERNINA Dealer in Florida and is now at The Sewing Room, a BERNINA Dealer in Tucson.

The Quilt Crossing has been an authorized BERNINA Dealer since 1999, providing 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. The Quilt Crossing also services most brands of home sewing machines. For more information about the Dealer, please visit www.quiltcrossing.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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