

FOR IMMEDIATE RELEASE

**BERNINA DEALER QUILTER'S SQUARE TO HOST
SEWAPALOOZA FEATURING BETSY CARLSON ON
JANUARY 30 and 31 IN LEXINGTON KENTUCKY***Register in-person or by phone*

AURORA, Ill. – January 5, 2015 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Quilter's Square, a BERNINA Dealer in Lexington, Kentucky, is hosting Sewapalooza, a hands-on sewing, embroidery, and quilting workshop on Friday, January 30 and 31 from 9:00 a.m. to 4:00 p.m. The events will be held at the store located at 140 Moore Drive in Lexington. BERNINA Educator Betsy Carlson will lead event-goers through three projects including an embroidered wristlet, embellished shoe sack using BERNINA's DesignWorks software, and demonstrate the features of BERNINA's Embroidery Software 7. Event-goers have the option of choosing January 30 or 31. The event costs \$25.00 and includes supplies, in-store discounts and the opportunity to experience BERNINA sewing and embroidery machines. To register, call (859)278-5010 or stop by the store. Registration is recommended as seats are 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. After that she was hooked and there was no turning back. Years later, after her career in public relations and being a stay-at-home mom, Betsy started her own business, Nine Patch Sewing Company. 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.

Quilter's Square 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.quilterssquareky.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 over 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, Instagram: @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.

###

Media Contacts for BERNINA of America, Inc.:

Joanne Tedesco, (312)780-7210, jtedesco@dresnerco.com

Doug Dusik, (312)780-7218, ddusik@dresnerco.com