

The
Running
STITCHES

**Savings & Events
Inside**

**SEW
AMAZINGLY
U**

**The largest Sewing Event in
Ottawa sure to Blow you Away**

Hop into Savings!

Fabric, Events, Sales and Poker!



INFO INSIDE!

March 2015



Hi everybody, are you planning your summer vacation already? I am, I shouldn't say me, Raymond is planning everything and I just say, yeah!!! We will spend three of four days at Pelee Island at a fantastic Bed and Breakfast. Raymond is a wine amateur and he will enjoy his stay for sure. Me, I will certainly appreciate the nature, the water and the calm. I will take the time to do some applique and of course a glass of wine sounds good too. I am coming back to work a week and I am off again, this time flying to Vancouver to meet my good friend from Switzerland. We will visit Victoria and the Butchart Garden (I saw it a long time ago and it was fabulous) and we will drive from Vancouver to Calgary visiting Moose Jaw and going to Lake Louise and driving through Columbia Ice Field ... Looking forward to that trip for sure.



Did you ever feel like you are working with the best bunch of people ever? I do. and I am so very grateful. I would like to present them to you, one every month. I will start with Gabriele, because she is the manager and she has been working with me from the get go.

Knowing Gabriele is knowing that you can count on her all the time. She is funny, she likes to laugh, she is knowledgeable and she is always in a good mood whatever happen in her life. You want to know about a technique you have to ask Gabriele, because she knows. You want to coordinate a quilt, Gabriele can do that for you. You want to learn, Gabriele is teaching about five different classes every month. You want somebody to laugh with, spend some time with her and for sure you will be in a good mood when you will leave the

store. Gabriele knows about client services, I think she invented it. The store wouldn't be the same without her. Thank you Gabriele for being who you are, for making my life so easy and for sharing your knowledge with our customers. You are the best!



Michèle

17% OFF
ALL
NOTIONS

Lucky 7
Sale April 7th

Win a
BERNINA
770

SPEND \$77

OR MORE*

AND BE
ENTERED TO
WIN



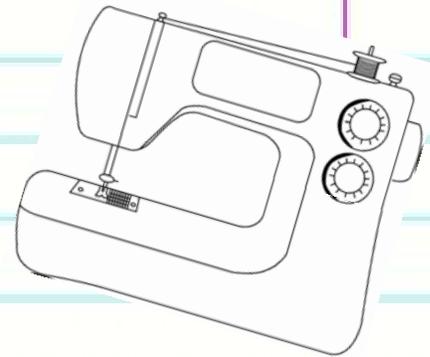
* See store for details or online (see Win a Bernina 750)

Love

SEW AMAZINGLY



UNIVERSITY



The Running Stitch had so much fun at Sewapalooza last October that we wanted to do it again. This time a little different; more participants, more techniques, more teachers, more days, more fun; well we just wanted MORE.

LOCATION: NEXT CONFERENCE FACILITY:

6400 HAZELDEAN ROAD, STITTSVILLE, ON K2S 1S4

DATES: JUNE 3,4,5

INCLUDES 3 DAYS BREAKFAST, LUNCH, SNACKS

PROJECT KITS AND USE OF

BRAND NEW BERNINA SEWING MACHINES



AMAZING TEACHERS



Yup thats our very own
Wendy!
She ROCKS!

owner of Academy of fine
Sewing and Vogue pattern
designer



Wendy Fraser



Kathryn Brenne

She is a heirloom
sewing and quilting
expert



Nina McVeigh

All you need to bring is yourself. The Running Stitch will take care of everything else.

Your admission includes all your supplies, use of a top of the line sewing machine, continental breakfast, lunch and coffee breaks, special demonstrations and prizes, prizes, prizes!

No need to choose what class you would like to take, you get them all!

You do not need to own a Bernina to attend and the techniques you learn, Limited seating is available and tickets are ready now and selling fast. Your admission to this event is \$395 plus tax

Want to secure your spot but can't take that hit all at once? We will accept a \$200 non-refundable deposit to hold your ticket with the balance due by May 1st, 2015.

You won't want to miss it.

BERNINA⁺

made to create

Welcome the Next Generation!

The Running Stitch is pleased to introduce to you The Next Generation of Bernina Sewing Machines; The B740, B770QE and the B790E.

New! 7 Series Portfolio



	Sewing	Quilting	Embroidery	Screen
B 790	x	x	x	7"
B 770 QE	x	x	x	4.3"
B 740	x			4.3"



Wendy Fraser

NEW: User Interface

4.3" color touch screen



Breadcrumbs



The new machines offer the same large bobbin capacity as their predecessors (ie: the B750QE) and touch screen convenience. They have a new user interface that you may have seen in the B780 and B880 machines. The B770QE is the Quilters' Edition and comes complete with the Bernina Stitch Regulator.

The User Interface has sliding menus and "bread crumbs" similar to navigation options you have experienced on web sites. This feature will allow to easily jump from one screen to another.

Introducing the B 770 QE

Next Generation 7 Series Quilter's Edition Equipped with:

→ **New:** Programmable foot control



Other new features on the B770QE include a **programmable foot control**. You can leave the control with the standard needle up/down function or use the heel tap to tie a knot and cut the threads. It is your choice. The Bernina 770QE comes with a full compliment of feet and accessories for all your quilting needs.

Now meet another new member of the family, the Bernina 790 Embroidery Machine.

The Bernina 790 allows for embroidery design editing right in the User Interface and also includes the Bernina Stitch Regulator.

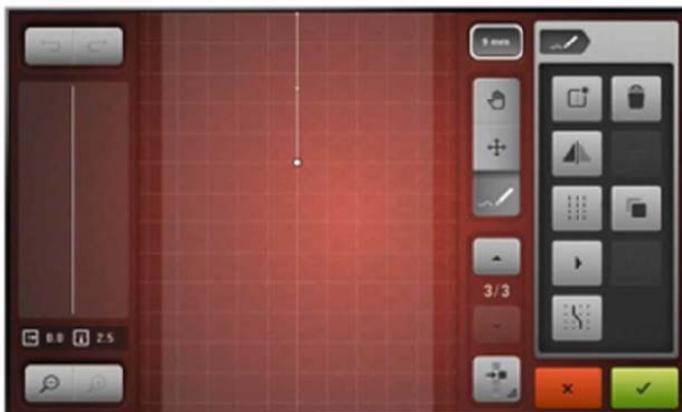
SEW. QUILT. EMBROIDER.
ALL OF THE ABOVE.

MEET THE B 790



Next Generation 7 Series Top-Of-The-Line Equipped with:

→ **New:** Stitch Designer



B 790 Stitch Package

1352 Stitch Patterns

- 32 Practical Stitches
- 506 Decorative Stitches
 - 15 Categories
- 7 Alphabet
 - 1 Monogram
- 13 Buttonholes
 - 2 Eyelets
 - 1 button sew-on
- 34 Quilting



made to create **BERNINA**

BERNINA+
made to create

Whew! There you have it. Aren't they beautiful! We are expecting them in Canada in the mid May time frame. You can reserve yours today with a deposit and for your patience you will receive a special gift from Bernina and The Running Stitch, a \$100 gift certificate to use towards the purchase of another Bernina product (maybe that Roller Foot).

7 Series Standard Accessories



To make room for the Next Generation 7 Series, Bernina has stopped production on the 710, 750 and 780. Rest assured that these fabulous previous models will be supported for a long time to come.

We are also very excited to introduce the Limited Tula Pink Special Edition B350. This beautifully designed Patchwork Sewing Machine is due to arrive in the store shortly and we are already 50% sold. If you have fallen in love with the look of this convenient travel sized machine don't wait —put down a deposit to hold your machine.

This model is also featured in Bernina's Spring Forward promotion and the details are included in this newsletter as well as on our website.



The Next Generation 7 series will be featured at Sew Amazingly U. Do you have your ticket? Hurry, we are already 60% sold and you just can't miss this educational event.

Welcome Spring and all the new Bernina models.

Happy Stitching,

Wendy

BERNINA+
made to create

This Month (April)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 (All day) 2015 Poker Run	2 (All day) 2015 Poker Run 10:15am Quilt As Desired (Session 2) 6:30pm Sampler 1 (Session 2)	3 Good Friday Store CLOSED	4 Ends at 5:00pm 2015 Poker Run
5 Easter Holiday Store Closed	6	7 Lucky 7 Sale Day	8 10:15am Sam- pler 1 - Spring 2:00pm Wool Applique with Linda 6:30pm All About ME (Machine Embroidery)	9 10:15am Quilt As Desired (Session 2) 6:30pm Sampler 1 (Session 2)	10	11
12 12:30pm Judy Niemeyer Club	13 10:15am Curvacious Table runner 6:30pm Sampler 4 - session 2	14 10:15am Sampler 4 1:30pm Beatle bag class. 6:30pm Bernina Sophomore 1B	15 10:15am Sampler 1 - 2:00pm Arcadia 6:00pm Moonlight Sonata	16 10:15am Hand Appliqué with Gabriele 6:30pm Sampler 1 -	17 4:30pm Pajama Party	18 8:00am Embroidery Club 10:15am Embroidery - Cornelian
19 1:00pm Intro to Machine Quilting (Session 3)	20 10:30am CAPPUCCINO - Cappuccino	21 1:30pm Beatle bag class. 6:30pm Bernina Academy (Series 7A)	22 10:15am Sampler 1 - 6:30pm Reflec- tions of the North Block of the Month	23 2:00pm Bernina Academy (Series 7 B) 6:30pm Sampler 1	24 3:00pm Modern Quilt Series 1	25
26 1:00pm Intro to Machine Quilting (Session 3)	27 10:15am Sew Days with Gabriele 6:30pm Sampler 4 - session 2	28 10:15am Sam- pler 4 2:00pm Sampler 2 - Spring	29 10:15am Sampler 1 - 6:00pm Intro to Machine Quilting - Evening	30 10:15am Sew Days with Wendy 6:30pm Sampler 1 -		

NEW



Beetle Bag

Come join Gabriele in making this really cute personalized sewing bag. This bag will become your Grab, Go and Sew Bag. Great for classes, travel, or just in your backyard. The pattern comes with these lovely inserts that are zipper like. There are Little pockets and a pin cushion. \$60.00

Dates: April 7, 14, 21

Times: 1:30-3:30

Instructor: Gabriele

Cost: \$60

Quilt as Desired

Have you ever read those words? Have you ever wondered 'What do I do now?' In this machine quilting class you will expand your knowledge from Machine Quilting 1 to create different motifs and designs in shapes. You will use shapes from blocks and create your own. Divide and Conquer!

Date: Thursday April 2nd and 9th

Time: 10:15 to 1:30

Cost: \$60

Teacher: Wendy



In the Classroom

Kit
Available



Curvacious Tablerunner

Curvacious Tablerunner
\$60.00

This is a new and fun Tablerunner using a quilt as you go method and has mirrored curved V shapes that create an interesting almost chevron-like pattern. You will also be using those beautiful stitches you have on your sewing machine. By the end of this class you will have a completed curvacious Tablerunner.

Time: 10-4 Bring your own lunch
Date: April 13

Pajama Party

Come and join us for a wonderful Pajama Party! Dress comfy for a late day of sewing, yes, please come in your pajamas or make some! Wendy will walk you through an easy pajama pattern with buttoned shirt and elastic waist dorm pants. Sew a pair of Pajamas or your own project and we will provide dinner, cookies and hot chocolate.

Date: April 17th

Time: 4:30-9:30

Price: \$60 (includes dinner)



In the Classroom



Quilting with the Bernina BSR

In this class you will learn how to accomplish your free motion quilting goals using your Bernina Stitch Regular. Join Wendy for a full afternoon of tips and tricks with this wonderful quilting tool. Learn how to use both the straight stitch and zig zag properties of your BSR and Bernina Quilters`Edition sewing machine.

Date: Sunday April 19, 26
12:30-3:30

Cost: \$60

Teacher: Wendy

Cappuccino

This is a one day class designed to teach the simplicity of paper piecing along with the concept of using two 2 1/2 inch strips of contrasting fabrics to create a very simple and appealing block design. You will be amazed how quickly you will piece together four placemats and a table runner.

CAPPUCCINO - Cappuccino

Monday April 20th

10:30 - 4:30



Sew Day with Gabriele

Bring your machine and any WIP's and UFO's and sew away with Gabriele. Get help with projects from an expert teacher. Lunch will be provided and you can grab a little something you might need to finish off your project with a \$10 gift certificate good toward anything in the store!

Date: Monday April 27th

Time: All day

Cost: \$40.00 (including lunch)

Teacher: Gabriele



Sew Day with Wendy

Have a day of FUN

Bring your machine and any WIP's and UFO's and sew away with WENDY. Get help with projects from an expert teacher. Lunch will be provided and you can grab a little something you might need to finish off your project with a \$10 gift certificate good toward anything in the store!

Time: All day

Cost: \$40.00 (including lunch)

Teacher: Wendy

Dates:

Thursday April 30th



Spring Forward
in your trendy new dress.
March 12 - April 18

DESIGNED BY
YOU

"With Spring right around the corner, it's a great time to reveal your new style!"

BERNINA 350 SPECIAL EDITION TULA PINK

- + 191 stitch patterns
- + Extension table & walking foot included
- + Permanent memory function
- + High precision automatic buttonholes
- + BERNINA exclusive metal presser feet

\$500
Savings

\$1,649 MSRP \$2,149



BERNINA 350 SPECIAL EDITION RICKY TIMS

- + 191 stitch patterns
- + Extension table & walking foot included
- + Permanent memory function
- + High precision automatic buttonholes
- + BERNINA exclusive metal presser feet

\$500
Savings

\$1,649 MSRP \$2,149



BERNINA 330

- + High precision automatic buttonholes
- + Bright LED sewing light
- + Extension table
- + Built-in needle threader



\$1,249 MSRP \$1,549

\$300 Savings

BERNINA 530

- + Extensive stitch library
- + Total stitch control
- + Multiple memory functions
- + Automatic one step buttonhole
- + Optional BERNINA Stitch Regulator



\$2,499 MSRP \$3,199

\$700 Savings

BERNINA 560 E

- + Sewing & embroidery
- + 9 mm stitch width
- + Almost 600 stitch patterns and embroidery designs
- + 5 alphabets
- + Optional BERNINA Stitch Regulator



\$4,499 MSRP \$5,599

\$1,100 Savings

BERNINA 780 E

- + Extended free arm
- + Large touch screen with Drag & Drop functionality
- + BERNINA Dual Feed
- + BERNINA 9 Hook Technology
- + Directional sewing
- + BERNINA Stitch Regulator (BSR)



\$8,499 MSRP \$11,199

\$2,700 Savings

bernette 610D

- + Simple threading
- + Differential feed
- + 2-, 3- and 4- thread seams
- + Easy sewing of heavy fabrics
- + Waste collector included



\$549 MSRP \$949

\$400 Savings

BERNINA 800DL

- + Differential feed and stitch length controls
- + Adjustable thread tension
- + Great rolled-hem



\$949 MSRP \$1,349

\$400 Savings

bernette Chicago 5

- + Over 400 stitch patterns
- + 10 buttonholes / eyelets
- + 2 Alphabets
- + Stitch Memory



\$599 MSRP \$999

\$400 Savings

bernette Chicago 7

- + Sewing and embroidery
- + 7 mm stitch width
- + 100 embroidery designs
- + Needle thread monitoring and bobbin thread checking



\$999 MSRP \$1,599

\$600 Savings

BERNINA
ready to create

25% OFF

ONE BERNINA ACCESSORY

Valid March 12 - April 18

Coupon valid 3/12/15 through 4/18/15 at participating BERNINA Dealers. Coupon applies to the purchase of one (1) BERNINA accessory with a retail purchase price of \$200 or less before taxes. One coupon redemption per customer. Coupon must be presented and surrendered at time of purchase. Not valid on previous purchases or with any other offers or coupons. Cannot be redeemed for cash. Cash value of coupon 1/20th of a cent. Void if copied.

Worldwide Quilt Day



(Top) First Place

Ruth Parks

(L) Second Place by

Christine Welsh

(R) Third Place

Liz McMartin



Honorable Mention



Worldwide Quilt Day



See more
online!



BERNINA⁺

made to create

Echo quilting and CutWork foot # 44C is your ideal companion for a host of creative sewing projects. Suitable for both echo (shadow) quilting and free-motion quilting, this presser foot also makes it a cinch to create free-motion embroideries and gorgeous thread paintings with a zigzag stitch.

Together with the BERNINA CutWork Tool and the associated BERNINA CutWork software, Echo-quilting and CutWork foot # 44C is also ideal for producing BERNINA CutWork designs.

April 2015 Accessory Special

25% OFF

Echo Quilting and CutWork Foot #44*

*Offer valid April 1-30, 2015 at any participating BERNINA Store. Offer good for 25% off one (1) BERNINA Echo Quilting and CutWork Foot #44. Cannot be replaced with any other offer. Not valid on previous purchases. Taxes are not included in the total purchase calculation. Cannot be redeemed for cash. Some exclusions may apply. Subject to availability. Available while supplies last. Offer limited to the residents of the 50 United States only.



One foot for Echo and double-needle quilting, as well as for CutWork.



The Store Will be CLOSED

Friday April 3rd

SUNday April 5th

Happy Easter!