

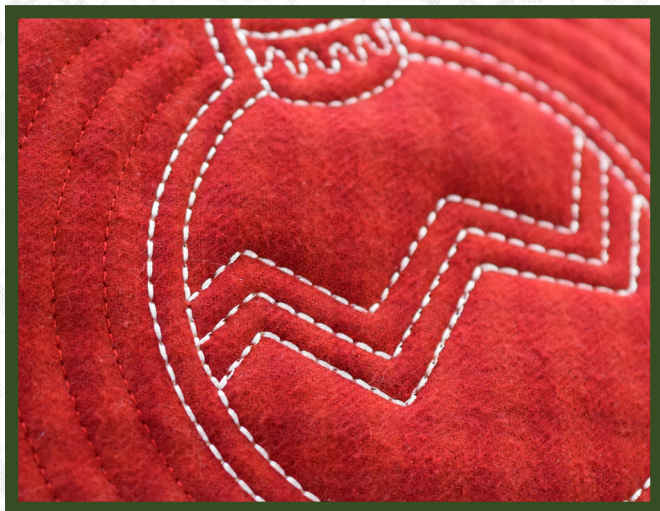


ANITATM
GOODESIGN

EMBROIDERY
party

BE PART OF ANITA'S MOST
INNOVATIVE EMBROIDERY
PARTIES EVER!

With our all-new interactive class,
learning the most cutting-edge
techniques just got more exciting!
Take a look inside for more information!



) **ABOUT THE CLASS**)

) We are sew excited to continue our new Embroidery Party format with our third quarter events! Survey says, this is truly
) Anita Goodesign's, most fun Embroidery Party yet! With this
) innovative new class, you'll be able to vote for which projects
) are taught in class! That means that, no class will ever be the
) same! We come prepared to teach 15 exciting projects, you
) pick 8 to stitch in class, and take them all home with you on your
) exclusive design CD!

) Phone your friends! We've got even more games & prizes than
) ever before! Hit your buzzer and spin the wheel, win a prize and
) make a deal! With our new Game Show theme, every single
) attendee has a chance to play and win big!

) It really is a party with snacks, music, and contests! Spend some
) quality stitching time with your fellow embroiderers and make
) new friends as you teach and learn from each other! Plus, you'll
) be the first to see sneak peeks of upcoming collections!

) If you've ever been to an Anita Goodesign Embroidery Party
) before, this is unlike anything you've ever seen! We're sure
) you're going to love our completely new format, all of the great
) projects, and all the exciting surprises we have in store!

) So, what's your final answer? Don't miss your chance to learn, play,
) and win! See your dealer to sign up for an Embroidery Party today!

) **WHAT IS AN ANITA GOODESIGN EMBROIDERY PARTY?**)

) It's our chance to get out there to teach our customers cutting-
) edge techniques that make embroidery fun and easy! So, we
) develop 4 brand new and totally different classes throughout
) the year, and then our team of highly qualified Educators travel
) to different cities teaching from our proven curriculum.

) At an Anita Goodesign Embroidery Party you will learn new
) techniques, master ones you've seen before, and learn how to
) apply them to different collections and projects. Be one of the
) first to see sneak peeks of upcoming releases and walk away
) with finished projects, lots of new design collections, free gifts
) just for attending, and maybe even some prizes!

) **ANITA GOODESIGN & EDUCATION**)

) We take great pride in all of the design collections we produce
) here every single day. But, what sets us apart, and what brings
) so much value to our collections, is our dedication to providing
) our customers with an unmatched embroidery education.

) We are constantly coming up with new and innovative ways to
) achieve one-of-a-kind home embroidery designs and projects.
) But, there wouldn't be any point in creating these designs if we
) weren't going to show you exactly how to do them.

) We have entire teams dedicated to creating our step-by-step
) tutorials, developing our educational materials and methods,
) and sharing all of this knowledge with you at our Embroidery
) Parties. All of this is so you can enjoy beautiful, hand-made-by-
) you embroidery designs every day.

Come see what these **EMBROIDERY** *Parties are all about!*

Our Embroidery Party attendees have a fantastic experience learning new projects and dozens of new techniques. With our new Embroidery Party format, there are no weakest links! Each attendee will be heard with our new electronic voting system, adding to the fun and uniqueness of each event!



'TIS *the* SEASON *to embroider!*

YOU PICK THE TECHNIQUES
YOU PICK THE PROJECTS
EXCLUSIVE PROJECTS FOR EVENTS ONLY

When you come to an Embroidery Party, you will receive the best deal in the industry! Learn step-by-step how to create projects like quilt blocks, freestanding lace, zippered bags, cutwork, and so much more!

You'll have so much fun shopping our products at special pricing, seeing sneak peeks of upcoming releases, winning prizes, experiencing our hands-on team-sewing environment, enjoying lunches and yummy snacks, and learning from the best Embroidery Educators in the business!

The price is right! For only \$99* you will receive...

- 15 exciting new projects each with multiple designs
- A full-color tutorial book
- Our new Show Specials & Wish List booklet

THE CLASS INCLUDES DEMOS & 8 HANDS-ON PROJECTS!

Get the most projects and the most education when you attend an Anita Goodesign Embroidery Party!

*For 2-day Embroidery Parties. 1-day Embroidery Parties are only \$59 and your Party Pack contains the same great value!

