

# SEW IT ALL



Watch how simple sewing can be!

Sew It All featured in *SQE Professional* April 2011.

## Brother International Corporation Sponsors "Sew It All," A Fun, New Sewing Show

■ Brother® Sewing, Embroidery and Serging Machines to be Used on New Show that Will Air on PBS

Brother International Corporation has announced that they are the Exclusive Sewing Machine Sponsor of 'Sew It All,' a new PBS show that is dedicated to showing viewers how easy and fun it can be to make beginner to intermediate-level sewing projects. Soon viewers can tune in from the comfort of their own home to watch host Ellen March, editor of *Sew News* magazine, demonstrate tips and tricks on one of many Brother machines. Committed to inspiring, educating and encouraging people of all ages to sew, Brother is thrilled to be involved in this

new venture.

'Sew It All' was developed to appeal to younger, beginning sewers in their 20's and 30's, as well as older, seasoned sewers who are looking to have fun while sewing. The show has a very casual tone, focusing on the fact that sewing does not need to be about perfection, and should really be about having fun. The goal of the show is to take the fear of out sewing. In each episode, viewers will learn valuable tips, tricks and shortcuts as sewing celebrities join March to demonstrate a new, quick and easy project. The show puts perfection behind, and focuses on being a 'sewing deviant!'

March and her guests will be using Brother sewing, embroidery and serging machines exclusively.

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Some machines that will be seen on the show include the popular 'Project Runway' Limited Edition Innov-is 40, the Innov-is 950D and the 'Project Runway' Limited Edition 5234PRW Serger. June Mellinger, director of product promotion at Brother, will also be appearing on the show as a guest. "Having Brother machines on set made sewing on camera truly effortless," said March. "And, each guest commented on the machines, marveling at the quiet performance, ease of use and sleek look of each one. I love that we were able to swap machines—depending on the project of each episode—because it really shows the viewers that each machine has special attributes that help make sewing easier, faster and more fun."

Brother signed on to be the Exclusive Sponsor of 'Sew It All' for many of the same reasons the company continues their relationship with 'Project Runway.' In addition to the brand exposure, Brother is always looking for ways to bring new people into sewing, and they believe that this show will help do that. Other sponsors of 'Sew It All' include Arrow Sewing Cabinets, Sulky of America, Simplicity and the Original Sewing & Quilt Expo.

"We are so happy to be part of 'Sew It All.' At Brother, we are always looking for new and

June Mellinger and Ellen March on set with the 'Project Runway' Limited Edition Innov-is 40. ▼



exciting ways to show how easy, fun, rewarding, and creative the hobby of sewing can be. It is our hope that this show will encourage people to feel more comfortable sewing—whether they are just learning how to sew, or want to learn new techniques," explained Dean F. Shulman, senior vice president of Brother International Corporation and head of the company's home appliance and industrial appliance divisions.

'Sew It All' is produced by the

Creative Crafts Group, the same company that publishes *Sew News* and *Creative Machine Embroidery* magazines. Visit [www.pbs.org](http://www.pbs.org) to find your local PBS station and a listing of show times. It is suggested that those who want to watch the show request that their local PBS station carry it. Visit [www.sewitaltv.com](http://www.sewitaltv.com) for episode guides, guest lineups and more. For more information about the machines used on the show, visit the home sewing and embroidery pages of [www.brother.com](http://www.brother.com). To

find Brother on Facebook, visit [www.facebook.com/BrotherSews](http://www.facebook.com/BrotherSews) and to follow Brother on Twitter, visit [www.twitter.com/BrotherSews](http://www.twitter.com/BrotherSews). □



Ellen March on the PBS Sew It All Set.

[sewitaltv.com](http://sewitaltv.com)