

FOR IMMEDIATE RELEASE

**BERNINA DEALER  
SEW RIGHT SEWING MACHINES  
RECEIVES BEST OF THE BORO AWARD**

*Sew Right Sewing Machines was recognized  
as the top sewing and fabric store in the New York City area*

**AURORA, III.** – December 19, 2016 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Sew Right Sewing Machines, a BERNINA Dealer in Bayside, N.Y. received the Best of the Boro award for being the top sewing and fabric store in the New York City area. Every year the public nominates and votes for the best local business in a variety of categories. The winner receives the Schneps Communications Best of the Boro award. This year Sew Right was rewarded the honor. Sew Right is the oldest and largest single sewing machine store location in the New York City, Long Island area.

“Our mission is to provide sewing enthusiasts with the best available products, selection, prices and support. Our customers are the most important part of our business and we will never lose sight of that,” said Steve Gruber, owner of Sew Right. “We are honored to receive the Best of the Boro award.”

Sew Right sells a large variety of sewing machines, fabric, thread and notions and offers both machine repairs and a variety of classes. In August after 33 years of business, owner Harvey Federman decided to retire and to sell the business. He sold the store to a longtime friend, Steve Gruber, who has over 30 years of experience in the sewing and embroidery business. Steve continues to offer the community customer service excellence. Sew Right is an authorized BERNINA Dealer which provides top-quality service to area residents. The Dealer offers BERNINA sewing machines, software, and accessories, and also provides a variety of sewing, embroidery and quilting classes for people of all skill levels. For more information, visit <http://www.sewright.com/> or call (718)468-5858.

**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, 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 online. 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](http://www.facebook.com/berninausa), Instagram: [@BERNINAUSA](https://www.instagram.com/BERNINAUSA), and Pinterest: [www.pinterest.com/WeAllSew](http://www.pinterest.com/WeAllSew), and read BERNINA’s WeAllSew blog at [www.weallsew.com](http://www.weallsew.com). To learn more about BERNINA and to find a Dealer, visit [www.bernina.com](http://www.bernina.com) or call (630)978-2500.

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