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## FOR IMMEDIATE RELEASE

### **BROTHER INTERNATIONAL CORPORATION IS THE EXCLUSIVE SEWING MACHINE SPONSOR OF TWO NEW SEWING SHOWS—‘SEW IT ALL’ AND ‘IT’S SEW EASY’**

BRIDGEWATER, N.J. — Brother International Corporation is proud to announce that they are the Exclusive Sewing Machine Sponsor of two new sewing shows on Public Television. ‘Sew It All,’ hosted and created by Ellen March, editor-in-chief of *Sew News*, *Creative Machine Embroidery* and *Sew It All* magazines, premiered this past winter and is currently available on select PBS networks. ‘It’s Sew Easy,’ which will launch in June, will offer a new concept to viewers since it does not feature a main host, but is based on designers and education. Both shows focus on how easy sewing can be when you have fun with styles and techniques rather than focusing on perfection. By addressing a broad range of topics, both shows will cater to audiences of all skill levels. Brother is excited to be a sponsor of these two shows since they will demonstrate that sewing and creating is fun and easy.

“We asked all of our fans on [Facebook](#) what their dream sewing show would be, and what types of projects and techniques interest them. Based on their response, the content of ‘Sew It All’ and ‘It’s Sew Easy’ is exactly what they want to see on television,” explained Dean F. Shulman, Senior Vice President of Brother International Corporation and head of the company’s home appliance and industrial products divisions.

‘Sew It All’ and ‘It’s Sew Easy’ were developed to appeal to younger sewers, contemporary crafters and skilled sewing room veterans alike. Those who love Brother machines and accessories will be excited to tune in to learn new techniques for apparel embellishment, personalization, restyling clothes, DIY home décor, and more. Some machines that are popular for these aspiring designers, craft-lovers, and quilters include the popular [‘Project Runway’ Limited Edition Innov-ís 40](#), the [Quattro® 6000D](#), the [Laura Ashley Limited Edition NX-2000](#), the [Innov-ís 950D](#) and the [‘Project Runway’ Limited Edition 5234PRW Serger](#).

‘Sew It All’ is produced in conjunction between the Creative Crafts Group, LLC and Iowa Public Television. ‘It’s Sew Easy’ is produced by K.S Productions, Inc. The two shows are not affiliated with each other. Visit [www.sewitalltv.com](http://www.sewitalltv.com) for episode guides, guest lineups and more. Details about ‘It’s Sew Easy’ will be available later this spring as the show’s website will be available in May. It is suggested that those who want to watch ‘Sew It All’ and ‘It’s Sew Easy’ request that their local [PBS stations](#) include these shows. For more information about Brother sewing, embroidery, quilting and crafting machines and accessories, visit the [home sewing and embroidery pages](#) of [www.brother.com](http://www.brother.com). To stay connected, visit Brother on [Facebook](#) and on [Twitter](#).

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**About Brother International Corporation:**

Brother International Corporation has earned its reputation as a leading supplier of innovative products for the home sewing enthusiast. Through a growing network of sewing machine dealers and retail outlets nationwide, Brother offers a full line of home sewing machines, from basic to top-of-the-line sewing and embroidery machines. The company is recognized for its high-quality, state-of-the-art machines and accessories, offering ease of use and flexibility at affordable prices.

Brother is a wholly owned subsidiary of Brother Industries Ltd. With worldwide sales approaching \$5 billion, this global manufacturer was started almost 100 years ago by sewing fanatics.

Brother offers a diversified product line that includes fax machines, Multi-Function Center<sup>®</sup> machines, P-touch<sup>®</sup> Labeling Systems and both color and mono laser printers for home, office and industry.

Bridgewater, New Jersey is the corporate headquarters for Brother in the Americas, from Canada to South America. It has fully integrated sales, marketing services, manufacturing, research and development capabilities located in the U.S. In addition to its headquarters in Bridgewater, New Jersey, Brother has facilities in California, Illinois, Massachusetts and Tennessee, as well as subsidiaries in Canada, Brazil, Chile, Argentina, Peru and Mexico. For more information, you can visit the website at [www.brother.com](http://www.brother.com).

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