

Press Release

My Sewing Room joins nationwide One Million

Pillowcase Challenge, benefiting local charity

Calgary AB, January 2010 — *American Patchwork & Quilting*® magazine is challenging quilters, crafters and sewers around the globe to Make a Pillowcase, Make a Difference. Local quilting enthusiasts will join the cause to help reach the goal of making and donating one million pillowcases to benefit local charities. Every pillowcase can make a difference in your community. A pillowcase can provide comfort for a cancer patient, hope for a foster child, encouragement for a battered woman, or beauty for a nursing home resident.

Hosting pillowcase events locally will be My Sewing Room Inc, a quilting shop located in Calgary at 148 8228 Macleod Trail SE

Throughout 2010, quilters, crafters and sewers across the nation will make pillowcases at their local quilt shops. The shops will then collect the pillowcases and donate them to a local charity of their choice and update the pillowcase counter at allpeoplequilt.com/millionpillowcases. The counter will track global progress toward the goal of one million pillowcases.

Anne Dale, owner of My Sewing Room Inc, sees the One Million Pillowcase Challenge as a way to give back to the local community. Sewing and sharing always makes me feel good,” she says.

Joining *American Patchwork & Quilting* in support of the One Million Pillowcase challenge

are 2010 sponsors: BERNINA, Handi Quilter, Moda, Paintbrush Studio, Presencia, Red Rooster Fabrics, RJR Fabrics, Robert Kaufman, The Fabric Shop Network, and Timeless Treasures.

To find out how you can make a difference in your community, visit www.mysewingroom.ca, call 403-252-3711, or visit the store. One Million Pillowcase Challenge information is also available at allpeoplequilt.com/millionpillowcases.

About *American Patchwork & Quilting*

America’s #1 quilting magazine, *American Patchwork & Quilting* inspires and instructs quilters of all skill levels with a variety of exclusive projects, valuable tips, new techniques, and creative ways to derive more enjoyment from quilting. Other quilting titles in the *Better Homes and Gardens*® quilting family include *Quilt Sampler*® and *Quilts & More*™