

The **MY LABEL SOFTWARE CHALLENGE** Entry Form

Experience the exciting, new My Label 3D Fashion Pattern Software from Bernina, featuring OptiTex three dimensional technology.

Name: _____

Address: _____ City, State: _____ Zip: _____

Bernina Dealer Name and City: _____

Check here if you would like your garment to be returned to you after the contest is over. (Check in the amount of \$15, payable to Bernina of America, Inc., must be enclosed if checked.)

Category (You must check only one):

(Professionals/Teachers
may only enter in this category.)

Casual Elegant Business Most Unique Adaptation of a My Label Style Best use of embroidery Professional

Name of Project: _____

Description of project: 100 or fewer words including products used (patterns, threads, designs, etc.) and details of techniques. (Attach an additional page if needed)

Enclosed is my My Label software design garment, which was designed using My Label 3D Fashion Pattern Software from Bernina. I have read and agree to the rules and regulations, and agree to abide by the final decision of the judges. My signature grants permission for Bernina of America to photograph and otherwise display my project for promotional purposes. I acknowledge that Bernina of America will take every precaution to ensure the safety of my project, but I understand they cannot be responsible for acts of nature beyond their control.

Signature: _____ Date: _____

Please fill out one entry form per garment.

Categories and Prizes

Viewer's Choice (voted by consumers via the My Label website)

- **Casual:** Gift box containing garment sewing/tailoring tools. Retail value: \$100
- **Elegant:** Gift box containing garment sewing/tailoring tools. Retail value: \$100
- **Business:** Gift box containing garment sewing/tailoring tools. Retail value: \$100
- **Most Unique Adaptation of a My Label Style:** Gift box containing garment sewing/tailoring tools. Retail value: \$100
- **Best Use of Embroidery:** \$100 Gift certificate for www.embroideryonline.com
- **Professional:*** Gift box containing garment sewing/tailoring tools. Retail value: \$100

*Professionals and teachers may only enter in this category.

Best in Category (judged by expert panel at Bernina of America)

- **Casual:** aurora sewing machine
- **Elegant:** aurora sewing machine
- **Business:** aurora sewing machine
- **Most Unique Adaptation of a My Label Style:** aurora sewing machine
- **Best Use of Embroidery:** Bernina Embroidery Software v5 DesignerPlus
- **Professional:*** 1300MDC serger

Contest Rules

1. Garment must be created using My Label 3D Fashion Pattern Software.
2. Garment must be postmarked by March 1, 2008. Please mail to Bernina of America, 3702 Prairie Lake Court, Aurora, IL 60504.
3. Garment must be accompanied by the official entry form (see reverse side).
4. You must assign garment into one, and only one, of the categories listed.
5. All pieces must have labels sewn to them that include the designer name and contact information. Unlabeled items will not be accepted.
6. One entry per person per category, please. Entries will be judged on visual impact, overall workmanship and creative use of fabric, thread and embellishment techniques.
7. Each entrant grants permission to Bernina of America to use the garment in promotional materials including, but not limited to, print, online and trade show publicity.
8. Garment will be returned only if specifically requested on the entry form and a \$15 check is enclosed. Garment will be shipped by December 31, 2008.

(For complete rules and regulations, visit your Bernina Dealer or visit www.BerninaMyLabel.com)

Judging

Winners will be judged and announced by April 1, 2008 by Bernina of America, Inc.
Winning projects will be displayed on www.BerninaMyLabel.com by May 1, 2008.

