

## For Immediate Release

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## Int'l Sewing Month Theme Revealed by VDTA•SDTA

*Sewing Month themed-promotion – “Stay Calm and Stitch On,” –sponsored by VDTA•SDTA and industry manufacturers and distributors*

June 21, 2017 DES MOINES, IA – September is International Sewing Month, and VDTA•SDTA along with industry manufacturers and distributors are sponsoring this year’s themed-promotion: “Stay Calm and Stitch On.” VDTA dealer members can SIGN UP NOW to participate in the promotion at [www.vdta.com/2017SewingMonthSignUp.pdf](http://www.vdta.com/2017SewingMonthSignUp.pdf).

VDTA•SDTA organizes the annual International Sewing Month promotion by creating FREE marketing kits for independent sewing and quilting retailers, complete with five different posters plus hang tags, sales tags, ready-made press releases, and social media graphics, all designed around a central theme. The promotional kit targets consumers and is a FREE VDTA members-only benefit.

“We are very excited about this year’s theme: Stay Calm and Stitch On,” says VDTA Managing Editor Tonya Tienter. “With our theme, we want to capture both the creative chaos and disciplined skill that constitute the art of sewing. VDTA Art Director Heather Hall-Dahl did a brilliant job in bringing this theme to life with the promotion’s graphics, and I know store owners and their customers are going to love it!”

By participating in the International Sewing Month promotion, independent retailers have an opportunity to increase profit and drive store traffic with prizes generously provided by industry manufacturers and distributors. Customers shopping at their local, independent sewing or quilt shop can enter their name in a national drawing to win sewing machines, thread packages, fabric bundles, crafting furniture, embroidery software, and more. When the promotion ends, participating stores send their prize-entry slips to the VDTA office, where VDTA staff draw for and notify the winning customers.

This year’s Grand Prize – a \$600 In-Store Gift Certificate – is sponsored by the VDTA•SDTA. Companies providing prizes and co-sponsoring the event include: American & Efid, A E Gütermann, Arrow Sewing Cabinets, Baby Lock, China Feiyue USA Inc, Clover Needlecraft, Daylight Company, DIY Style, Embrilliance, Euro notions, EverSewn, Horn of America Inc, Janome America, RNK Distributing, Shannon Fabrics, Sulky of America, and Sunheat Intl. To co-sponsor this event, fill out the form online at [www.vdta.com/2017SewingMonthSponsorship.pdf](http://www.vdta.com/2017SewingMonthSponsorship.pdf).

If you have questions about the International Sewing Month promotion, please call 800-367-5651 to speak to a friendly VDTA staff member or email: [mail@vdta.com](mailto:mail@vdta.com).

**About the Association:** VDTA•SDTA is the Association dedicated to supporting independent floorcare, sewing machine, and quilting retailers around the world. Established in 1981, members are independent retailers, manufacturers, and wholesalers. To become a member of VDTA•SDTA, simply fill out the form online at [VDTA.com](http://VDTA.com) or in the VDTA’s monthly trade magazines, or call a member of the VDTA staff at 800-367-5651.

# VDTA•SDTA

VACUUM & SEWING DEALERS TRADE ASSOCIATION

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