



FOR IMMEDIATE RELEASE

PatternReview.com Honored By Illinois Lt. Governor Sheila Simon.

(BOXBOROUGH, Massachusetts (May 19, 2011) - PatternReview.com, a Boxborough, Mass., company, was recognized on May 15, 2011, for its contribution to furthering sewing at its annual convention in Chicago by Illinois Lt. Governor Sheila Simon.

In the presence of 100 plus-PatternReview members attending PR Weekend Chicago, Lt. Governor Sheila Simon presented founder Deepika Prakash with a proclamation from the state of Illinois declaring May 15, 2011, PatternReview Day in recognition of the many contributions PatternReview.com has made in promoting the art of sewing globally. Deepika in turn presented Lt. Governor Simon with a certificate for a 10-year Friends of PatternReview membership and a copy of **1,000 Clever Sewing Shortcuts & Tips**, PatternReview's compilation of sewing tips members have posted on the web site. The event took place at Fishman's Fabrics in downtown Chicago and was covered by several media outlets, including WGN and Fox-TV.

“Sewing is a craft that I have been passionate about for many years, and I am happy to spend time today with fellow sewists who share my enthusiasm, creativity and thrift,” the Lt. Governor told the PR members. “Chicago is a well-known destination for sports, arts and architecture, and today we recognize another tourist attraction – our sewing tradition.”



Founder Deepika Prakash thanked the Lt. Governor Simon and said, *"I'm thrilled to bring the PatternReview Weekend to Chicago this year, on our 10th anniversary."*

PatternReview.com is an online sewing community that was founded in 2001 by Deepika Prakash, when, as a new sewer, she could find no online resources to help guide her. The site's name comes from its initial focus on user reviews of sewing patterns, but today it offers classes, contests, dynamic forums, a pattern store, and much more. The knowledgebase includes about 80,000 reviews of sewing patterns, machines, tools, and websites. The site now hosts more than 250,000 members.

Deepika continued: *"The success of PatternReview.com is not only in the online community and information available to sewists, but in the in-person get-togethers such as the PatternReview Weekend. For me, it's a way to meet the people that have helped bring PatternReview to life with their forum questions and answers and the reviews they write. Their project pictures that are uploaded with the reviews are priceless! The annual PatternReview Weekend conference is a great way for the members and myself to put a face to a login name. Many PatternReview members end up meeting up throughout the year in real-life."*

Lt. Governor Simon, an avid sewist since she first learned the craft as a member of 4-H, also displayed her inaugural suit and ball gown to the sewing tourists. She created the outfits from fabric purchased at Fishman's Fabrics, a landmark store in Chicago's South Loop neighborhood since 1903. She also shared with the attendees some of the tips she used when she sewed these garments.

PatternReview.com's PR Weekends are held annually in the U.S. During the convention, members attend sewing workshops, shop for fabric, talk about sewing,



have fun and make new sewing friends. Past PR Weekends for members outside the U.S. have also been held in Australia, Montreal, Brussels and Copenhagen. Members also have smaller scale PR "meet-ups".

PR Weekend Chicago, a celebration of the 10th Anniversary, was the largest get-together to date.

The book **1,000 Clever Sewing Shortcuts & Tips** presented to Lt. Governor Simon is a compilation of sewing tips posted by members to the PatternReview.com site and master sewing classes by well-known sewing teachers. Deepika is donating all royalties from the book to the fight against breast cancer.

Contact:

Deepika Prakash

Founder, PatternReview.com

deepika@patternreview.com

978-608-2224

Other relevant links:

PatternReview home page:

<http://sewing.patternreview.com/>

Proclamation Declaring May 15, 2011, as "PatternReview Day":

<http://www2.illinois.gov/ltgov/Documents/PatternReview%20Declaration.pdf>

Lt. Governor Simon declares today Pattern Review Day

OSATech, Inc. d/b/a PatternReview.com, P.O. Box 993, Acton, MA 01720-993, USA

Tel: (978)-608-2224 Fax: (978)-268-5007 Email: marketing@patternreview.com

<http://www.patternreview.com>



<http://www2.illinois.gov/ltgov/Pages/LtGovernorSimondeclarestodayPatternReviewDay.aspx>

WGN Coverage of the Presentation:

"Lt Gov declares Sunday Pattern Review day"

<http://www.wgntv.com/videobeta/befa4184-c531-4ab0-834b-5f590ed3469c/News/Lt-Gov-declares-Sunday-Pattern-Review-day>

Link to Member Photos in Flickr:

<http://www.flickr.com/photos/patternreview/sets/72157626611926913/>

1,000 Clever Sewing Shortcuts & Tips on PatternReview:

<http://sewing.patternreview.com/SewingDiscussions/topic/53424>

RE: Honorarium

<http://sewing.patternreview.com/cgi-bin/sewingclasses/board.pl?t=55306>

1,000 Clever Sewing Shortcuts & Tips on Amazon:

http://www.amazon.com/gp/product/B004R1PZJO/ref=as_li_tf_tl?ie=UTF8&ttag=patternreview-20&linkCode=as2&camp=1789&creative=9325&creativeASIN=B004R1PZJO