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Press Release

Local Fabric Shop Joins in *Project Runway*[™] Online Prize Giveaway Program

Virtual visitors to My Favorite Quilt Shop may win a special-edition *Project Runway* sewing machine

[Your City and State], March 1, 2008: Bravo-TV's *Project Runway* has been a runaway hit—and not just in the television world. Fabric shops like Gotham City's My Favorite Quilt Shop have seen how the fashion-themed reality show has propelled hip, young women to express their creativity and individuality through sewing. And now shoppers of My Favorite Quilt Shop's website have the opportunity to win a *Project Runway*-brand sewing machine of their own, simply by taking an online shopping tour. The tour is called FabShopHop, and one of the grand prizes is the Brother Limited Edition *Project Runway* Innov-is 40-stitch computerized sewing machine.

My Favorite Quilt Shop has participated in the FabShopHop before, says store owner Jane Doe, and the new tie-in with *Project Runway* just adds to the excitement. "The *Project Runway* brand, for most, has become synonymous with creative sewing," she says. "It's attracting creative people who might never have considered sewing before seeing the show." Nearly 4 million viewers per episode tune in to the seven-time Emmy-nominated reality series.

So how does FabShopHop work—and how can shoppers win Brother's *Project Runway*-brand sewing machine? Simple, says Doe. "Just register at FabShopHop.com and you'll find out where to start your Internet shopping tour. As you visit each store on the virtual tour, look for the FabShopHop 'You Found It' bunny logo, click on it, and register for prizes. Visit 130 sites and your name could be drawn for the grand prize *Project Runway* sewing machine." The drawing takes place at the end of the Hop, and you may win one of many smaller prizes if not the grand prize.

About My Favorite Quilt Shop: [include information about your shop such as street address, store hours, offerings, classes, and other events.]

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