



# SEW IT UP SALES

## **FOR IMMEDIATE RELEASE**

Amy McNeil, Communication Director  
Phone: 336-882-0054  
E-mail: [amy@sewitupsales.com](mailto:amy@sewitupsales.com)  
Fax: 336-882-8983

## **Sew It Up Sales Teams with Project Linus to Donate Embroidered Baby Blankets to The Moses H. Cone Memorial Hospital's Pediatrics Department**

**ARCHDALE, NORTH CAROLINA – December 21, 2006** – Infants in The Moses H. Cone Memorial Hospital's Pediatrics Department will be kept warm this holiday season with embroidered baby blankets donated by Sew It Up Sales in conjunction with Project Linus, the national non-profit organization.

Brian and Heather Belk of Sew It Up Sales joined Michelle Teasley, Chapter Historian of the Project Linus Guilford County Chapter, to present the donation to the Hospital's Pediatrics Department today at 1:00 p.m. Nylen Milton, an infant patient in the Pediatrics Ward, was one recipient of the fleece blankets.

"The Pediatrics Department at Moses Cone Hospital cares for children with a variety of illnesses. We use many different methods to make children feel comfortable during what can be a scary time for them. The Project Linus blankets are a wonderful way to let them know we care about them and their experience with us," stated Cathy Cockran, RN, Director, Pediatrics.

Brian Belk, President of Sew It Up Sales, learned about Project Linus through the organization's website. Explaining why the Archdale-based company donated baby blankets, he stated, "Sew It Up Sales has recently undergone great growth in our garment-decorating equipment sales, and we wanted to celebrate this by giving back to the community."

Belk added, "We're a small family-owned business and, as a father to two sons under the age of four, I truly appreciate the work that Project Linus volunteers do. We are excited to join with our local chapter to provide blankets to the children at Moses Cone."

Heather Belk, an employee of Sew It Up Sales, utilized the company's machines to embroider teddy bears on twenty-five blankets. The Belks then contacted Darlene Glover, Coordinator for the Guilford County Chapter, and she determined who would receive the blankets.

"We never have enough handmade blankets to meet the demands in Guilford County, and we especially need baby blankets. This donation will help us to help more children who are in need or suffering because of illness. We deeply appreciate the generous and beautiful donation from Sew It Up Sales!" said Glover.

"And we truly appreciate the support of making a child's hospitalization a little easier," added Cockran.

**About Sew It Up Sales**

Sew It Up Sales was established in 2003 as the North Carolina authorized distributor of Brother International garment decorating equipment. Since that time, Sew It Up Sales has expanded to include Delaware, District of Columbia, Maryland, South Carolina, Virginia, West Virginia, and the Philadelphia metropolitan area. In addition to selling Brother International embroidery machines and direct to garment inkjet printers, Sew It Up Sales also provides customers with a source for accessories, supplies, software, technical support, and refurbished equipment. Sew It Up Sales is a family-owned, North Carolina based company. More information about Sew It Up Sales can be found at [www.sewitupsales.com](http://www.sewitupsales.com) or by contacting Amy McNeil, Communication Director, at 336-882-0054 or amy@sewitupsales.com.

**About Project Linus**

Project Linus is a national, 100% volunteer non-profit organization with a two-fold mission. One, to provide love, a sense of security, warmth and comfort to children who are seriously ill, traumatized, or otherwise in need through the gifts of new, handmade blankets and afghans, lovingly created by volunteer 'blanketeers'. Two, to provide a rewarding and fun service opportunity for interested individuals and groups in local communities, for the benefit of children. More information about Project Linus can be found at [www.projectlinus.org](http://www.projectlinus.org).

**About Moses Cone Hospital**

Moses Cone Health System is a five-hospital system with a range of outpatient services designed to provide care for Piedmont residents throughout all stages of their lives. Residents of our primary service area of Guilford, Randolph, Rockingham, Alamance, and Forsyth counties depend on us for convenient, affordable and compassionate care - care delivered regardless of a patient's ability to pay. And as a teaching facility for internal medicine, family practice, obstetrics, gynecology and pediatrics, Moses Cone Health System gives patients access to the latest developments in medical care from their first moments of life through later years. More information about Moses Cone Hospital can be found at [www.mosescone.com](http://www.mosescone.com).

###