

PRESS RELEASE



SIGNATURES SHOWS READY TO HIT THE ROAD

CRAFT SHOW ORGANIZERS SET TO EMBARK ON HISTORICAL 13-SHOW, 12-CITY FALL TOUR

OTTAWA, ON – August 18, 2017 – Signatures Shows Ltd., Canada’s largest producer of fine craft shows, will embark on the longest road trip of its 37-year history this fall, an unprecedented 13-show, 12-city tour across Canada from September 23 to December 17, 2017.

“We are ready to hit the road on a historical tour to bring Canadians from coast-to-coast the very best that our community of artists, artisans, and designers has to offer,” said John Ladouceur, founder and president of Signatures Shows Ltd. “As we continue to grow our footprint across this great nation, we remain dedicated to producing the same quality Canadian handmade experience that has become synonymous with our lineup of shows.”

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HANDMADE REVOLUTION REMAINS STEADFAST

The newest addition to the fall lineup of Signatures Shows is the Mosaic Craft Show, taking place from October 20 to 22, 2017 at MacDonald Island Park in Fort McMurray, AB. Signatures Shows also recently announced the addition of a new spring show in Regina; the Our Best to You Spring Craft Sale will take place April 27 to 29, 2018 at Evraz Place. With the addition of these two shows, Signatures Shows now produces 20 shows in 13 Canadian cities annually.

“The consumer focus continues to shift to quality crafted goods that are sourced and made locally or nationally; Signatures will always be prepared to meet this demand by bringing our product to more and more Canadians,” explained Ladouceur. “We have also helped foster a rapidly-growing generation of Canadian craftspeople, and provided them with a means to prosper financially, which results in a unique cultural occurrence – the handmade revolution.”

FALL TOUR BY THE NUMBERS

The Signatures Shows Fall 2017 tour has 13 stops in 12 Canadian cities spanning four provinces, and totaling 449 hours throughout 51 non-consecutive days. Over 3,000 artists, artisans, and designers from coast-to-coast applied to participate in at least one show, and over 1,500 were selected. Signatures Shows anticipates welcoming over 300,000 total visitors. The total one-way distance travelled across all 12 cities will be 4,077 km.

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FALL 2017 TOUR SCHEDULE

- The 3rd annual **Touch of Talent Craft Sale** – September 23 to 24 – Millennium Place, Sherwood Park, AB
- The 12th annual **Fall Into Christmas Craft Show** – October 13 to 15 – Medicine Hat Exhibition & Stampede, Medicine Hat, AB
- The inaugural **Mosaic Craft Show** – October 20 to 22 – MacDonald Island Park, Fort McMurray, AB
- The 26th annual **Our Best to You Craft Sale** – October 27 to 29 – Westerner Park, Red Deer, AB
- The 12th annual **Fall Into Christmas Craft Show** – November 3 to 5 – Exhibition Park, Lethbridge, AB
- The 25th annual **Our Best to You Craft Sale** – November 10 to 12 – Evraz Place, Regina, SK
- The 35th annual **Signatures Show** – November 15 to 19 – Shaw Centre, Ottawa, ON
- The 3rd annual **Indie Handmade** – November 16 to 19 – The Enjoy Centre, St. Albert, AB
- The 4th annual **Our Best to You Craft Sale** – November 17 to 19 – Prairieland Park, Saskatoon, SK
- The 38th annual **Signatures Craft Show & Sale** – November 23 to 26 – RBC Convention Centre Winnipeg, Winnipeg, MB
- The 27th annual **Butterdome Craft Sale** – November 30 to December 3 – University of Alberta, Edmonton, AB
- The 31st annual **Festival of Crafts** – December 7 to 10 – BMO Centre, Calgary, AB
- The 43rd annual **Originals Christmas Craft Sale** – December 7 to 17 – EY Centre, Ottawa, ON

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ABOUT SIGNATURES SHOWS LTD.

Signatures Shows Ltd. is Canada's largest producer of fine craft shows, with over 37 years experience and over 330 shows produced. Each year, Signatures accepts over 2,500 participating exhibitors and welcomes over 400,000 visitors to its 20 shows in 13 cities across Canada. Based in Ottawa, it is a 100 per cent Canadian owned and operated business. For more information, please visit **www.signatures.ca**

ON SOCIAL MEDIA

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