

# PRESS RELEASE

## **SIGNATURES SHOWS AND BLUE ANT MEDIA ANNOUNCE PARTNERSHIP**

### **EIGHT SHOWS IN 2018 TO BE PRESENTED BY MAKEFUL**

**OTTAWA, ON** – *March 16, 2018* – Signatures Shows Ltd., Canada’s largest producer of fine craft shows, and Blue Ant Media, an international content producer, distributor and channel operator, announced today a joint partnership in which Makeful, a Blue Ant Media brand, will be the presenting sponsor of eight Signatures Shows in 2018. As presenting sponsor, Makeful will work closely with Signatures Shows to enrich the in-show experience for guests with branded on-site activations such as pop-up Makeful workshops and social photo opportunities. The partnership will also see Makeful amplify digital videos profiling Signatures makers across its national broadcast, online and social platforms.

“Two outstanding brands with a singular vision have united to fortify our community, making this a match handmade in heaven,” said John Ladouceur, Founder and President of Signatures Shows Ltd. “Our thrilling new partnership with Blue Ant Media will ensure continued growth and success for our artists, artisans, and designers, while inspiring more Canadians to pursue their creative instincts.”

“The talented makers and beautifully curated handmade goods showcased in Signatures Shows align perfectly with Makeful’s creative and inspirational multi-platform offering,” said Jamie Schouela, President, Canadian Media, Blue Ant Media. “This new partnership connects Signatures’ established and highly valued real-world events with Makeful’s passionate audiences.”

The eight Signatures Shows in 2018 to be “Presented by Makeful” include:

- **Originals – The Spring Craft Sale** (April 5 to 8, 2018 at the EY Centre in Ottawa)
- **Our Best to You Craft Sale** (October 26 to 28, 2018 at Westerner Park in Red Deer)
- **Festival of Crafts** (November 1 to 4, 2018 at the BMO Centre in Calgary)
- **Our Best to You Craft Sale** (November 9 to 11, 2018 at Evraz Place in Regina)
- **Signatures Show** (November 15 to 18, 2018 at the Shaw Centre in Ottawa)
- **Signatures Craft Show & Sale** (November 22 to 25, 2018 at the RBC Convention Centre Winnipeg)
- **Butterdome Craft Sale** (November 29 to December 2 at the University of Alberta in Edmonton)
- **Originals Christmas Craft Sale** (December 6 to 16 at the EY Centre in Ottawa)

“We look forward to combining the innumerable talents of our longstanding team members at Signatures Shows with the multifaceted skills and expertise that the Blue Ant Media team provides,” added Ladouceur. “We are confident this synergy will propel us to new heights in what looks to be our biggest year ever.”

## **ABOUT BLUE ANT MEDIA**

Blue Ant Media is a privately held, international content producer, distributor and channel operator. From our production houses around the world, we create content for multiple genres including factual entertainment, short-form digital series and kids programming. Our distribution business, Blue Ant International, offers a catalogue of 3,200+ hours of content, including the largest 4K natural history offering on the market. Blue Ant Media’s international channel business offers a portfolio of media brands such as Love Nature (International), ZooMoo Networks (International), Smithsonian Channel Canada, BBC Earth (Canada), Blue Ant Entertainment (International), Blue Ant Extreme (International) and HGTV (New Zealand). Blue Ant Media is headquartered in Toronto, with operations in Los Angeles, Singapore, Auckland, Dunedin, London, Sydney, Beijing and Taipei. [Blueantmedia.com](http://Blueantmedia.com)



MAKE *ful*

## ABOUT SIGNATURES SHOWS LTD.

SIGNATURES SHOWS LTD. is Canada's largest producer of fine craft shows, with over 38 years' experience and over 350 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 [signatures.ca](http://signatures.ca)

## ON SOCIAL MEDIA

Facebook.com/SignaturesCA

Instagram: [signatures.ca](https://www.instagram.com/signatures.ca)

Twitter: [@signaturesca](https://twitter.com/signaturesca)

## FOR MORE INFORMATION, PLEASE CONTACT:

Etienne Dale

Communications Manager, Signatures Shows Ltd.

613.244.1847

[edale@signatures.ca](mailto:edale@signatures.ca)