

Press Release

Signatures Ready for New Era

OTTAWA – March 25, 2019 – As the changing of the seasons signals a breadth of new visual delights, Signatures is set to debut the first show under its new visual identity; the 33rd annual Signatures Originals Spring Craft Sale presented by Makeful takes place April 4 to 7, 2019 at the EY Centre in Ottawa.

The show will bring to life a completely transformed visual identity that the Canadian handmade marketplace leader unveiled in early February. For the first time in its history, Signatures unified all 20 of its shows under one singular brand, incorporating a logo system of regional iconography identifiers. The Signatures Originals Craft Sale's new logo depicts Ottawa's famous Peace Tower.

“We are beyond thrilled for our spring show season to get underway in our Nation's Capital, and to debut our outstanding new visual identity,” said John Ladouceur, co-founder and president of Signatures. “As spring is a season of reinvigoration, we believe it is the perfect time for our loyal hometown fans to be the first to experience a rejuvenated Signatures show.”

The 2019 Signatures Originals Spring Craft Sale is presented by Makeful, a Blue Ant Media specialty channel. This follows a successful eight-show partnership between the two brands in 2018. As presenting sponsor, Makeful will provide interactive on-site activations to enrich the show-going experience for guests. In addition, Signatures will offer guests several chances to win Canadian handmade prizes from its exhibitors, as well as social photo opportunities.

The show features more than 180 top Canadian artists, artisans, and designers from coast-to-coast in 20 different product categories. There are 27 exhibitors from the Ottawa-Gatineau region, while seven provinces and one territory are represented. Tickets are on sale now at signatures.ca/originals-spring

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About Signatures

Signatures is Canada's handmade marketplace leader, with over 38 years' experience and more than 350 shows produced. Each year, Signatures accepts over 2,500 participating artisans and welcomes more than 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

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