

Press Release

Butterdome Craft Sale Enters New Era

OTTAWA – April 23, 2019 – Alberta’s favourite craft sale has a new look, just in time for the spring season. The 13th annual Signatures Butterdome Spring Craft Sale takes place May 3 to 5, 2019 at the University of Alberta’s Butterdome, bringing to life a completely transformed visual identity that Signatures, longtime organizers of the show, unveiled in early February.

For the first time in its history, the Canadian handmade marketplace leader unified all 20 of its shows under one singular brand, incorporating a logo system of regional iconography identifiers. Signatures Butterdome Craft Sale’s new logo depicts the iconic Universiade Pavilion, endearingly known to Edmontonians as the Butterdome.

“We are beyond thrilled for our outstanding new visual identity to make its Butterdome debut and for our loyal Edmonton fans to experience a rejuvenated Signatures show,” said John Ladouceur, co-founder and president of Signatures. “As an industry leader with almost four decades of experience, our unified branding further cements us as the go-to and trusted name for Canadian handmade.”

The show features more than 180 top Canadian artists, artisans, and designers from coast-to-coast, including 49 from the Edmonton Metropolitan Region and a record 54 first-time Butterdome exhibitors. There are seven provinces represented in 20 different product categories. Other show features include multiple daily gift draws, a selfie area, and a hands-on workshop where visitors can sign up to screen print a Signatures-branded design onto a souvenir canvas tote bag.

Tickets are on sale now at signatures.ca/butterdome-spring

— continued —

Handmade  since 1980.

About Signatures

Signatures is Canada's handmade marketplace leader, with over 39 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

On Social Media

[Facebook.com/SignaturesCA](https://www.facebook.com/SignaturesCA)

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

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

Media Contact

Etienne Dale

Communications Manager

613.244.1847

edale@signatures.ca

– 30 –