



Press Release

A New Era Underway for Signatures

OTTAWA – April 8, 2019 – As the changing of the seasons ushers in a breadth of new visual delights, Signatures will debut its new visual identity to Red Deer shoppers at the 3rd annual Signatures Our Best to You Spring show, taking place April 18 to 20, 2019 at Westerner Park.

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. Signatures Our Best to You Red Deer’s new logo depicts the head of a deer.

“We are thrilled to for our Red Deer faithful to experience a rejuvenated Signatures show as our new brand identity makes its debut at Westerner Park,” said John Ladouceur, co-founder and president of Signatures. “With an endless display of top-quality Canadian handmade works at every corner complemented by our new brand visuals, our show will undoubtedly be a feast for the eyes.”

The show features more than 150 top Canadian artists, artisans, and designers from coast-to-coast, including 10 from Central Alberta and four from Red Deer. There are six provinces represented in 17 different product categories. The show’s features include 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/our-best-to-you-red-deer-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

On Social Media

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– 30 –