

Press Release

Beaches Show to Debut New Identity

OTTAWA – May 16, 2019 – One of Toronto’s largest outdoor festivals has a new look this year. The 35th annual Signatures Beaches Arts and Crafts Show takes place June 8 and 9, 2019 at Kew Gardens in Toronto’s Beach neighbourhood, 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 Beaches Arts and Crafts Show’s new logo depicts a lifeguard station from nearby Woodbine Beach.

“We are beyond thrilled for our outstanding new visual identity to make its Beaches Show debut,” said John Ladouceur, co-founder and president of Signatures. “As spring is a season of reinvigoration, we believe it will be a fitting theme for our loyal Beach neighbourhood fans to enjoy at our rejuvenated show.”

The show features more than 150 top Canadian artists, artisans, and designers, including 98 from the Greater Toronto Area and a record 52 first-time Beaches Show exhibitors. There are four provinces represented in 20 different product categories.

Signatures Beaches Arts and Crafts Show is for the benefit of The Neighbourhood Group, an east Toronto non-profit organization; they will be hosting an on-site barbecue with all proceeds going to their cause. Admission to the show is free for all, and it takes place rain or shine. More information is available at signatures.ca/beaches-arts-and-crafts

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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

About The Neighbourhood Group

The Neighbourhood Group is a non-profit support service agency working to help newcomers, youth, unemployed, seniors, and the marginally housed to live independently and with dignity. Since 1975, with the assistance of its staff and over 600 volunteers, it has helped more than 11,000 people annually. For more information, please visit www.theneighbourhoodgroup.org

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