



## PRESS RELEASE

*For Immediate Distribution*

### **CIRCLE CRAFT AND SIGNATURES ESTABLISH LICENSING RELATIONSHIP**

*September 11<sup>th</sup>, 2020 – Vancouver and Ottawa*

Circle Craft Co-operative of British Columbia (“Circle Craft”) and Signatures Shows Ltd. (“Signatures”) are pleased to announce that they have reached a preliminary agreement whereby Circle Craft will licence the operations of its annual “Christmas Market”, a Vancouver crafts tradition since its inception in 1972, to Signatures, Canada’s largest operator of arts and crafts shows.

Together, the two organizations will also work to establish additional craft shows across British Columbia under the Circle Craft banner to showcase the work of leading artisans province-wide.

The licensing transaction was approved by the members of Circle Craft in a Special General Meeting held on August 25<sup>th</sup>, 2020. Completion of the transaction is subject to the execution of a definitive licensing agreement by the two parties on or before Jan 1<sup>st</sup>, 2021.

Kaarina Talvila, Chairperson of Circle Craft stated: “We are extremely pleased to partner with an experienced show operator such as Signatures to offer to our members and artisans in B.C. the opportunity to market their unique crafts on a growing and professionally-managed platform. The royalties accruing to Circle Craft from the licensing transaction will be reinvested into supporting the works of our members in line with our mission of promoting excellence in BC craft.”

John Ladouceur, Founder and CEO of Signatures commented: “We are thrilled to be welcomed into British Columbia’s handmade community through this exciting and mutually beneficial new partnership with Circle Craft. We look forward to carrying forth the long and respected November tradition that is the Circle Craft Christmas Market, and expand our footprint in a province teeming with fantastic handmade talent”.

#### **About Circle Craft:**

Established in 1972, the Circle Craft Co-operative is currently comprised of 137 of the most distinguished craftspeople and artisans in British Columbia. Members’ work is representative of a full range of media, from ceramics, glass, metals and wood to jewellery, textiles and paper. In addition to presenting the Christmas Market at the Vancouver Convention Centre each November, the organization showcases select member offerings at its 2,634 sq. ft. Gallery on Granville Island, Vancouver. The co-operative is governed by an all-volunteer Board of Directors. See: [www.circlecraft.net](http://www.circlecraft.net) Contact: Emil Fung, Board Member, [emil@circlecraft.net](mailto:emil@circlecraft.net)

#### **About Signatures:**

Signatures Shows Ltd. Is Canada’s largest and most experienced producer of fine craft shows. Founded in 1980, from an idea brought to life by two artisans, Signatures has become Canada’s largest and most experienced producer of handmade shows: producing, promoting and managing 20 events each year in 13 cities across the country. See: [www.signatures.ca](http://www.signatures.ca) Contact: John Ladouceur, President, Signatures Shows Ltd. [jladouceur@signatures.ca](mailto:jladouceur@signatures.ca)