

Press Release

Signatures Popping Up Under the Glow

Canadian handmade leader will operate marketplaces at five Glow Gardens locations this fall

OTTAWA - July 19, 2019 - Two holiday giants are preparing to celebrate the warmth of the season together. Signatures, Canada's handmade marketplace leader, announced today that they will operate pop-up marketplaces at five Glow Gardens (Glow) locations this fall in Edmonton, Halifax, Ottawa, Saskatoon, and Toronto.

Glow is the world's largest indoor Christmas festival, where guests can comfortably stroll under the twinkle of a million lights and enjoy approximately 685,000 square feet of illuminated structures, interactive activities, and more. This year, Glow will host 12 events in three countries and anticipates 1.7 million total guests.

"Signatures is committed to connecting artisans and communities through new and unique experiences," said John Ladouceur, president and co-founder of Signatures. "We are thrilled to bring our handmade marketplaces to Glow for all to experience the magic of the holiday season and the wonder of handmade."

"Thanks to the overwhelmingly positive feedback from last year's events, we are taking Glow global this year," said Lawrence Jansen, CEO of Glow Gardens. "We love to provide our guests with an environment where they can create memorable moments with their friends and family. We're excited for the year ahead and look forward to working with Signatures to elevate Glow's marketplace and overall experience for our guests."

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The five Glow events in which the Signatures pop-up marketplaces will operate are:

- Glow Edmonton: November 28 to January 4
- Glow Halifax: November 27 to January 4
- Glow Ottawa: November 30 to January 4
- Glow Saskatoon: November 21 to December 28
- Glow Toronto: November 27 to January 5

Glow anticipates more than 500,000 total guests to the five events. Vendor spaces at the Signatures pop-up marketplaces range from 20 to 40 artisan booths depending on the location; application information will soon be available at signatures.ca

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 Glow Gardens

Glow Gardens is an indoor Christmas festival, bringing people together to laugh, stroll, and play under the twinkle of a million lights. With deep roots in their community, the Jansen family has found a way to connect families and neighbours year-round and celebrate the warmth of the season. Christmas Glow first launched in 2017 near Vancouver, Canada, and guests who attended were captivated by the event.

Visit www.glowgardens.com for more information.

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