

PRESS RELEASE



INDIE HANDMADE SPRINGS INTO ST. ALBERT

INAUGURAL CANADIAN HANDMADE SHOW FEATURES OVER 100 EXHIBITORS, PRIZE GIVEAWAYS

OTTAWA, ON – March 10, 2017 – Signatures Shows Ltd. has announced the details of the inaugural Indie Handmade Spring show, taking place from April 21 to 23, 2017 at The Enjoy Centre in St. Albert.

“We are elated to be producing our very first spring show in St. Albert, following the incredible success of the past two fall shows,” said John Ladouceur, founder and president of Signatures Shows Ltd. “We have received unwavering support in the Edmonton region for over three decades, and the time is right to begin a new chapter with the inaugural Indie Handmade Spring show.”

A GROWING FOOTPRINT

Indie Handmade Spring is Signatures Shows’ first-ever spring show in St. Albert, following two consecutive successful instalments of its fall show, Indie Handmade. It is one of 10 shows produced by Signatures Shows that take place in Alberta, and one of 19 total annual shows in Canada.

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Over 100 top Canadian artists, artisans, and designers from coast-to-coast are expertly selected to take part in the show. Over 75 per cent of the exhibitors hail from Alberta, with more than half calling the Edmonton region home, while seven Canadian provinces are represented.

“Our footprint continues to grow across Canada, further strengthening our position as an industry leader,” added Ladouceur. “We are providing yet another avenue for our exhibitors to prosper financially, while also bringing our product to more and more Canadians, resulting in an enriched cultural experience for all.”

PRIZE GIVEAWAYS GALORE

In recognition of the Canada 150 celebrations, Signatures Shows will give away 150 tickets (75 pairs) to Indie Handmade Spring on Friday, April 14, 2017. Fans of the show can enter the giveaway on the official Indie Handmade Facebook page. Upon entry, visitors will also receive a ballot for a chance to win prizes donated by the exhibitors.

Returning to Indie Handmade this spring is a licensed bar at The Enjoy Centre, where visitors can select from an exciting craft beer and wine menu and sip on refreshments as they shop.

Fans of the show will also be able to take part in the online conversation and view exciting and exclusive content across all of Signatures Shows’ social media platforms using the hashtags #IndieHandmade and #HandmadeLive.

“It’s a big year for Signatures as we expand to 19 shows, and it is also a big year for Canadians as we celebrate a major cultural milestone,” explained Ladouceur. “We are excited to mark both occasions with a wealth of great prizes and features for our wonderful St. Albert guests.”

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ABOUT SIGNATURES SHOWS LTD.

Signatures Shows Ltd. is Canada's largest producer of fine craft shows, with over 37 years experience and over 330 shows produced. Each year, Signatures accepts over 2,500 participating exhibitors and welcomes over 400,000 visitors to its 19 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 www.signatures.ca

ON SOCIAL MEDIA

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

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

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

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

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