

# PRESS RELEASE



## OUR BEST TO YOU SPRINGS INTO RED DEER

### INAUGURAL CANADIAN HANDMADE ART & CRAFT SALE FEATURES OVER 150 EXHIBITORS, PRIZE GIVEAWAYS

**OTTAWA, ON** – March 9, 2017 – Signatures Shows Ltd. has announced the details of the inaugural Our Best to You Spring Art & Craft Sale, taking place from April 28 to 30, 2017 in the Parkland and Prairie pavilions of Westerner Park in Red Deer.

“We are elated to be producing our very first spring show in the great city of Red Deer,” said John Ladouceur, founder and president of Signatures Shows Ltd. “We have received unwavering support in this city for more than a quarter century, and the time is right to begin a new chapter with the inaugural Our Best to You Spring Art and Craft Sale.”

### A GROWING FOOTPRINT

The Our Best to You Spring Art & Craft Sale is Signatures Shows’ first-ever spring show in Red Deer, following 26 annual installments of its fall show. 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 150 top Canadian artists, artisans, and designers from coast-to-coast are expertly selected to take part in the show, with seven provinces represented this year.

“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 the Our Best to You Spring Art & Craft sale on Friday, April 21, 2017. Fans of the show can enter the giveaway on the official Our Best to You Art & Craft Sale Facebook page. Upon entry, visitors will also receive a ballot for a chance to win a daily prize package donated by the exhibitors.

“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 that will be up for grabs.”

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 #OurBestToYou and #HandmadeLive.

## **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 2,000 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](http://www.signatures.ca)

## ON SOCIAL MEDIA

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

[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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