

# PRESS RELEASE

## OUR BEST TO YOU BLOOMS AGAIN IN RED DEER

### CANADIAN HANDMADE CRAFT SALE RETURNS TO WESTERNER PARK FOR SECOND YEAR

**OTTAWA, ON** – *March 27, 2018* – Signatures Shows Ltd., Canada’s largest producer of fine craft shows, announced today the details of the 2<sup>nd</sup> annual Our Best to You Spring Craft Sale, taking place from April 20 to 22, 2018 at Westerner Park in Red Deer. The show once again features over 150 of Canada’s most talented artists, artisans, and designers from coast-to-coast, as well as several contest promotions.

“Our biggest-ever spring tour makes its way through the great city of Red Deer as we deliver another instalment of the show they know and love,” said John Ladouceur, founder and president of Signatures Shows Ltd. “Once again, we will be joined by the brightest talent from Canada’s handmade scene, making Our Best to You Spring Craft Sale a can’t-miss event for all.”

### SHOW FEATURES AND PROMOTIONS

The 2018 Our Best to You Spring Craft Sale will offer guests several chances to win Canadian handmade gifts from show exhibitors, with all works valued at over \$2,000. In the lead-up to the show, fans can enter the Earth Day Giveaway on the official Our Best to You Craft Sale Facebook page for a chance to win one of three gift packages of eco-friendly artisan works; draws will take place each day of the show. Many more draws will take place onsite throughout all three days of the show; each guest receives a ballot with admission.

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In addition to contest opportunities, making its spring debut at this year's show is the Selfie Zone, an onsite social media activation that was a hit with guests at last October's Our Best to You Craft Sale. Furthermore, Signatures Shows will provide a reusable shopping bag to the first 100 guests through the doors on Friday, April 20.

## OUR BEST TO YOU BY THE NUMBERS

The 2018 Our Best to You Spring Craft Sale features over 150 Canadian exhibitors from coast-to-coast, including seven exhibiting for the first time with Signatures Shows. A total of 29 exhibitors hail from Alberta, including three from Red Deer, while six Canadian provinces are represented. The farthest travelling exhibitor is Anne-Marie Chagnon, an award-winning jeweller from Montréal, who is based over 3,600 km away.

## ABOUT SIGNATURES SHOWS LTD.

Signatures Shows Ltd. is Canada's largest producer of fine craft shows, with over 38 years' experience and over 350 shows produced. Each year, Signatures accepts over 2,500 participating exhibitors and welcomes over 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](http://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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