

PRESS RELEASE



BUTTERDOME
Spring Craft Sale

BUTTERDOME BLOOMS FOR CANADA'S BIG YEAR

ANNUAL SPRING CRAFT SALE JOINS IN SESQUICENTENNIAL CELEBRATIONS

OTTAWA, ON – March 10, 2017 – Signatures Shows Ltd. has announced the details of the 11th annual Butterdome Spring Craft Sale, taking place from May 5 to 7, 2017 at the University of Alberta's Butterdome.

“We are thrilled to return to our home away from home to deliver another instalment of Edmonton's favourite springtime shopping event,” said John Ladouceur, founder and president of Signatures Shows Ltd. “For over a decade, the Butterdome Spring Craft Sale has been a gathering point for Canada's finest handmade talents to flourish, and we are excited to share this experience with Edmontonians yet again.”

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BIG PLANS FOR A BIG YEAR

In recognition of the Canada 150 celebrations, Signatures Shows has planned promotions that coincide with these events, during the lead-up to the show and throughout its duration.

“This year marks a monumental cultural milestone for all Canadians, and we are delighted to share in the excitement,” added Ladouceur. “There is no better way for us to celebrate Canada 150 than to offer our guests great promotions that tie into this remarkable commemoration.”

Signatures Shows will give away 150 tickets (75 pairs) to the Butterdome Spring Craft Sale on Friday, April 28, 2017. Fans of the show can enter the giveaway on the official Butterdome Craft Sale Facebook page. Upon entry, visitors will also receive a ballot for a chance to win one of several prize packages of works donated by the exhibitors, valued at \$150.00 apiece, to be drawn throughout the show.

HANDMADE LIVE ALIVE AND WELL

The Butterdome Spring Craft Sale takes place following its hugely successful 10th anniversary show in 2016, where attendance records were shattered on all three days and exhibitors experienced record sales.

“Edmonton is unquestionably the market where we experience the most success, due in large part to its deep appreciation for locally-crafted goods and its vibrant arts and culture scene,” explained Ladouceur. “We now produce five of our 19 shows in the Edmonton region, and we look forward to continuing to grow our Handmade Live footprint here for years to come.”

Fans of the show are encouraged to take part in the online conversation, and to view exciting and exclusive content across all of Signatures Shows' social media platforms using the hashtags #Butterdome 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 2,500 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/Butterdome](https://www.facebook.com/Butterdome)

[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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