

PRESS RELEASE

BUTTERDOME SPRING CRAFT SALE BACK IN EDMONTON

ANNUAL CANADIAN HANDMADE SHOW FEATURES 180 ARTISANS

OTTAWA, ON – *April 2, 2018* – Signatures Shows Ltd., Canada’s largest producer of fine craft shows, announced today the details of the 12th annual Butterdome Spring Craft Sale, taking place from May 4 to 6, 2018 in the Universiade Pavilion of the University of Alberta in Edmonton. The show features over 180 of Canada’s most talented artists, artisans, and designers from coast-to-coast, as well as several contest promotions.

“Another edition of Alberta’s favourite craft sale is set to bloom in our home away from home,” said John Ladouceur, founder and president of Signatures Shows Ltd. “The 2018 Butterdome Spring Craft Sale marks the end of our biggest-ever western Canadian spring show tour, and we can’t wait to for Edmontonians to witness our grand finale.”

GIFTS GALORE UP FOR GRABS

The 2018 Butterdome Spring Craft Sale will offer guests several chances to win Canadian handmade gifts from show exhibitors, with the value of all works totaling over \$2,500. In the lead-up to the show, fans can enter the Daily Inspo Giveaway on the Signatures Shows Instagram page for a chance to win one of ten gift packages valued at over \$150 each; the draw will take place on Wednesday, May 2. The 1K Gift Giveaway grand prize draw – a gift package valued at \$1,000 – will take place onsite on Sunday, May 6; each guest receives a grand prize ballot with admission.

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In addition to contest opportunities, the Selfie Zone – an onsite social media activation that was a hit with guests at last fall’s Butterdome Craft Sale – will make its spring debut at the show. Furthermore, the show concession will once again provide bar service on Friday, May 4 from 12 p.m. to 9 p.m. and Saturday, May 5 from 12 p.m. to 5 p.m.

BUTTERDOME BY THE NUMBERS

The 2018 Butterdome Spring Craft Sale features over 180 Canadian exhibitors from coast-to-coast, including 30 exhibiting for the first time with Signatures Shows. A total of 46 exhibitors hail from the Alberta Capital Region, including 30 from Edmonton. A total of 91 are from Alberta, while seven Canadian provinces are represented. The farthest travelling exhibitor is Lynda Constantine, a jeweller from Upper Tantallon, NS (4,819 km).

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

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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