

PRESS RELEASE



ORIGINALS IN BLOOM FOR OTTAWA'S BIG YEAR

ANNUAL SPRING CRAFT SALE JOINS IN SESQUICENTENNIAL CELEBRATIONS

OTTAWA, ON – March 8, 2017 – Signatures Shows Ltd. has announced the details of the 31st annual Originals – The Spring Craft Sale, taking place from April 6 to 9, 2017 at the EY Centre in Ottawa.

“We are thrilled to return home to deliver another installment of our National Capital’s favourite springtime shopping event,” said John Ladouceur, founder and president of Signatures Shows Ltd. “For over three decades, Originals – The Spring Craft Sale has remained a time-honoured tradition that gathers Canada’s finest handmade talents and signals the start of our spring show season.”

BIG PLANS FOR A BIG YEAR

In keeping with the Ottawa 2017 and Canada 150 celebrations, Signatures Shows has planned several features and promotions that coincide with these events during the lead-up to the show and throughout the duration of its four-day run.

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“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 Ottawa 2017 and Canada 150 than to offer our guests remarkable features and promotions that tie into these great commemorations.”

The aforementioned features and promotions for this year’s show include:

- **2017/150 Prize Draws:** a draw for a \$20 gift certificate will take place every 17 minutes from 5:00 p.m. to 8:00 p.m. and a grand prize draw for a \$150 gift certificate will take place at 8:17 p.m. on Thu. April 6 and Fri. April 7;
- **Free Ticket Draws:** 150 tickets (75 pairs) will be drawn on the official Originals Craft Sale Facebook page on Thu. March 30; and
- **Twenty/Seventeen Birthday Perk:** free admission to anyone celebrating a 20th birthday in the calendar year and born on the 17th day of any month

A NEW PARTNERSHIP BLOOMS

Signatures Shows, in partnership with the Canadian Tulip Festival, will give away one VIP grand prize package of an approximate value of over \$700.00, consisting of:

- Weekend hotel accommodations for Fri. May 12 and Sat. May 13, 2017, valued at \$350.00;
- VIP admission for two to the exclusive Canadian Tulip Festival Grand Opening Vernissage – A Tribute to Our Founders, including the Homage to Malak Karsh Photography Exhibit, the Tulip Art Gallery, and the Tulip Memories Gallery, valued at \$130.00
- Return limousine transfer service from the hotel to Lansdowne Park;
- Weekend access to the Lansdowne Park Tulip Gallery – Friendship, Floral, and Art Tulip Experience;
- A complimentary guided tour of the Dow's Lake Tulips – Garden Tulip Experience in Commissioners Park on Sat. May 13, 2017;
- A voucher valid at the Tulip Café in Aberdeen Pavilion or the Tulip Café in Commissioners Park, valued at \$50.00; and
- A ByWard Market restaurant gift certificate, valued at \$100.00.

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An exhibit, titled Bed of Tulips, will contain commissioned works by exhibitors incorporating the tulip within their respective medium, and will be on display throughout the duration of the show.

“The Canadian Tulip Festival is one of Canada’s great tourist attractions, and we are honoured to be partnering with this iconic institution,” added Ladouceur. “The symbolism of the tulip in our Nation’s Capital is historic, and we are eager to see what our exhibitors create for the Bed of Tulips exhibit.”

HANDMADE LIVE MAKES ITS RETURN

Originals – The Spring Craft Sale will once again feature a live demonstration element to its programming, following the enormous success of its debut at last year’s show. Several exhibitors will perform the demonstrations within their respective booths throughout the duration of the show.

“We were overwhelmed with the positive feedback we received from exhibitors and visitors alike in regards to last year’s live demonstrations,” explained Ladouceur. “We did not hesitate to bring this feature back this year, as it enriches our guest experience while also embodying our Handmade Live philosophy.”

Originals – The Spring Craft Sale features the handmade works of over 180 top Canadian artists, artisans, and designers from coast-to-coast. Over a quarter of the exhibitors hail from the Ottawa-Gatineau region, while seven Canadian provinces are represented.

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 #OriginalsOttawa and #HandmadeLive.

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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 2,000 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

ON SOCIAL MEDIA

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

[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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