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PRESS RELEASE

SIGNATURES SHOWS LTD. DEBUTS THE NEW SPRING FESTIVAL OF CRAFTS IN CALGARY IN 2011

Ottawa, ON – July 12, 2010.... Signatures Shows Ltd., Canada’s largest and most experienced producer of fine retail and wholesale craft shows is proud to introduce the new Spring Festival of Crafts that will take place at Stampede Park in Calgary from April 29th to May 1st in 2011.

For the past 24 years, the Calgary public has embraced the Christmas edition of Festival of Crafts. The show has grown to become Alberta’s largest craft show featuring the quality handmade works of Canada’s best artisans. With this great public support, it became clear that the time had come to introduce a spring show to satisfy the demands of the marketplace for unique, Canadian, eco-friendly products.

“We are thrilled about this new opportunity to promote the unique, handmade works of our artisans in Calgary in the spring. We look forward to building on the success of our fall edition and establishing a strong market for the exhibitors who have trusted us to promote their works for 30 years” says John Ladouceur, founder and president of Signatures Shows.

The Spring Festival of Crafts will feature the creations of more than 125 exhibitors focusing on products for the spring and summer seasons and gift-giving occasions such as Mother’s Day, Father’s Day, weddings, graduations and also personal shopping. The show is also conveniently scheduled the week before the Butterdome Spring Craft Sale in Edmonton so participating exhibitors may wish to do both shows in order to maximize their exposure in the Alberta market.

For further details and application form, please visit: www.signatures.ca or contact:

Peter Harbic
Signatures Shows Ltd.
Tel: 1-888-773-4444 Ext. 226
E-mail: pharbic@signatures.ca