

# MEDIA FACT SHEET 2017

## FESTIVAL OF CRAFTS



### ABOUT THE SHOW

FESTIVAL OF CRAFTS is a marketplace of handmade works by over 250 top Canadian artists, artisans, and designers. Each exhibitor is expertly selected based on the quality, originality, and craftsmanship of their work; they must be the designer and the creator of their respective works, and only work produced in Canada is permitted to be sold.

Product categories include fashion and accessories, jewellery, natural body care, fine art and photography, sculptures, woodworking, ceramics, glassware, textiles, leathers, toys, gourmet foods, and more.

FESTIVAL OF CRAFTS, now in its 31<sup>st</sup> consecutive year in Calgary, is proudly produced by SIGNATURES SHOWS LTD.

For more information, please visit [festivalofcrafts.ca](http://festivalofcrafts.ca)

### FEATURES & PROMOTIONS

- **Hunt for Handmade:** a scavenger hunt will take place throughout all four days of the show; prizes include several \$25 gift certificates, Canadian handmade items donated by the exhibitors, and Signatures Shows reuseable shopping bags. Fans can search for clues at the show, and send their solved clues in a direct message to Signatures Shows on Instagram for their chance to win.
- **Selfie Zone:** visitors can pose for pictures in front of a step-and-repeat and share their content on social media for a chance to win prizes donated by the exhibitors.
- **Digital Perks:** fans can access exclusive content across social media platforms using the official show hashtags #FestivalOfCraftsYYC and #HandmadeLive, and special offers on the FESTIVAL OF CRAFTS e-newsletter.

### ABOUT THE ORGANIZERS

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 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)

### MEDIA CONTACT

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**JEN GRÉGOIRE PHOTOGRAPHY**  
Milo, AB



**NOOKS DESIGN**  
Kelowna, BC



**SALTY SEA DOG DESIGNS**  
Calgary, AB

### DATES/HOURS

**Thursday, December 7**  
10 a.m. – 9 p.m.  
**Friday, December 8**  
10 a.m. – 9 p.m.  
**Saturday, December 9**  
10 a.m. – 6 p.m.  
**Sunday, December 10**  
10 a.m. – 5 p.m.

### LOCATION

**BMO Centre**  
Stampede Park  
20 Round Up Way SE  
Calgary, AB  
• Paid parking on site •

### TICKETS

**General admission: \$7.00**  
Free for ages 17 and under  
Cash only at the box office  
Buy online at [festivalofcrafts.ca](http://festivalofcrafts.ca)  
Unlimited free re-admission

### ONLINE/SOCIAL

[festivalofcrafts.ca](http://festivalofcrafts.ca)  
Facebook: Festival of Crafts  
Instagram: @signatures.ca  
Twitter: @signaturesca  
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