



CIRCLE CRAFT

CIRCLE CRAFT COOPERATIVE ASSOCIATION

Dear Circle Craft Community,

We are delighted to announce that Circle Craft Co-operative has reached an agreement in principle with Signatures Shows Ltd by which Circle Craft will licence the operation of our annual Christmas Market to Signatures.

We all know what an important role the Circle Craft Market plays in Vancouver Christmas traditions and we fully recognise that for our exhibitors, it is one of the season's premier shows. By licencing the Market to an experienced and successful show operator such as Signatures, we believe that we will both strengthen the foundation of what we have built in Vancouver and open new sale opportunities for our valued exhibitors through the expansion of the Circle Craft brand to other parts of the province.

For the Circle Craft Co-op, the licencing agreement will allow us the freedom to focus more fully on our core mandate of promoting our members' work.

Circle Craft and Signatures are currently in negotiations with the Vancouver Convention Centre regarding the 2020 Market. Once these discussions are completed, we will issue a formal statement regarding the cancellation of this year's Market. In the meantime, we want to assure all of our exhibitors that our policy will be to issue full refunds of booth deposits immediately upon confirmation of Market closure.

Further details regarding the licencing agreement are provided in the attached press release.

Warm regards to all from the Circle Craft Board of Directors.



PRESS RELEASE

For Immediate Distribution

CIRCLE CRAFT AND SIGNATURES ESTABLISH LICENSING RELATIONSHIP

September 11th, 2020 – Vancouver and Ottawa

Circle Craft Co-operative of British Columbia ("Circle Craft") and Signatures Shows Ltd. ("Signatures") are pleased to announce that they have reached a preliminary agreement whereby Circle Craft will licence the operations of its annual "Christmas Market", a Vancouver crafts tradition since its inception in 1972, to Signatures, Canada's largest operator of arts and crafts shows.

Together, the two organizations will also work to establish additional craft shows across British Columbia under the Circle Craft banner to showcase the work of leading artisans province-wide.

The licensing transaction was approved by the members of Circle Craft in a Special General Meeting held on August 25th, 2020. Completion of the transaction is subject to the execution of a definitive licensing agreement by the two parties on or before Jan 1st, 2021.

Kaarina Talvila, Chairperson of Circle Craft stated: "We are extremely pleased to partner with an experienced show operator such as Signatures to offer to our members and artisans in B.C. the opportunity to market their unique crafts on a growing and professionally-managed platform. The royalties accruing to Circle Craft from the licensing transaction will be reinvested into supporting the works of our members in line with our mission of promoting excellence in BC craft."

John Ladouceur, Founder and CEO of Signatures commented: "We are thrilled to be welcomed into British Columbia's handmade community through this exciting and mutually beneficial new partnership with Circle Craft. We look forward to carrying forth the long and respected November tradition that is the Circle Craft Christmas Market, and expand our footprint in a province teeming with fantastic handmade talent".

About Circle Craft:

Established in 1972, the Circle Craft Co-operative is currently comprised of 137 of the most distinguished craftspeople and artisans in British Columbia. Members' work is representative of a full range of media, from ceramics, glass, metals and wood to jewellery, textiles and paper. In addition to presenting the Christmas Market at the Vancouver Convention Centre each November, the organization showcases select member offerings at its 2,634 sq. ft. Gallery on Granville Island, Vancouver. The co-operative is governed by an all-volunteer Board of Directors. See: www.circlecraft.net Contact: Emil Fung, Board Member, emil@circlecraft.net

About Signatures:

Signatures Shows Ltd. is Canada's largest and most experienced producer of fine craft shows. Founded in 1980, from an idea brought to life by two artisans, Signatures has become Canada's largest and most experienced producer of handmade shows: producing, promoting and managing 20 events each year in 13 cities across the country. See: www.signatures.ca Contact: John Ladouceur, President, Signatures Shows Ltd. jladouceur@signatures.ca
