

FOR IMMEDIATE RELEASE
MARCH 2009

new section

The One of a Kind Show presents the Eastern Ontario Artists Marketplace

**HELPING TO BRING ATTENTION TO
EASTERN ONTARIO AS A VIBRANT AREA FOR THE
PRODUCTION OF ART AND FINE CRAFT**

TORONTO, ON – The One of a Kind Spring Show and Sale is excited to introduce a brand new section showcasing creative talents from rural Eastern Ontario. The region comprises of the area that spans from Lake Simcoe to the Ottawa River and from Lake Ontario to Algonquin Park. Twenty-four artists and artisans from this region, working in the areas of visual art, fine craft, photography, furniture design, artisanal food and more will be featured in this new neighbourhood – the **Eastern Ontario Artists Marketplace**.

“Eastern Ontario holds a very unique and thriving artisanal community; we want to do everything we can to help raise awareness about this special region as it grows and develops,” says Patti Stewart, Director of the One of a Kind Show.

“In an economy where many are pulling back, it is refreshing to partner with sponsors who understand that we need to invest in sustainable retail for the arts and foster economic growth”, says Jim Blake, Coordinator of the Eastern Ontario Artists Marketplace. “The One of a Kind Show is Canada’s largest and most prestigious retail show and will provide exposure and an audience to these talented artists and artisans that would otherwise not be attainable. Through this initiative we are also highlighting Eastern Ontario as a wonderful place to visit for its artistic, cultural and natural attractions and vibrant rural communities.”



JIM BLAKE

The Community Futures Development Corporations of Eastern Ontario, FedNor/Industry Canada and the One of a Kind Show have offered their support to artists and artisans from rural Eastern Ontario to display and sell their work. This support for includes the cost of entry to the show, the cost of constructing a display booth, mentoring on booth design and market readiness, inclusion in a special website (www.easternontarioartists.ca) promoting the Marketplace as well as the One of a Kind website and production of marketing materials for use at the show.

About the Show

The One of a Kind Spring Show is Canada's finest craft show, bringing innovative artists, craftspeople, and designers together to share their unique creations with the rest of the world. A proud focus on homegrown talent, a vast gift selection, on-site perks and endless show features makes for a personal shopping experience like no other. The show runs from April 1st to April 5th at the Direct Energy Centre. For more information please visit www.oneofakindshow.com/spring09.



Media inquiries/images

Please contact Natalie Cerny (natalie@parallelonline.com) or Louise Villanueva (louise@parallelonline.com)
Parallel Communications, 416.849.9083

oneofakindshow.com/media