



## For Immediate Release

### *Canada's Largest Gift Show Producer Expands Footprint Regional Shows Spotlight Local Businesses*

**August 2024, MISSISSAUGA, ON** - The Canadian Gift Association is excited to announce a regional expansion to their portfolio of shows to service buyers from The Maritimes, Quebec & Eastern USA. The Atlantic Gift + Home Market will run March 9-11, 2025, and is centrally located in Moncton NB at the Moncton Coliseum.

"Post Covid our industry has adjusted the ways in which we buy and sell from each other," said Ashley Tott General Manager & VP Sales, for Gourmet du Village and Chair of the Canadian Gift Association Board of Directors. "Lots of business is being done in a more regional fashion as buyers and sellers time and budgets need to be respected more than ever. Not everyone can travel twice a year to the National Show in Toronto as they did pre-covid so to help each other drive business in a recovering market we are bringing the Gift + Home Markets to even more regions." Tott said.

#### **Introducing the Atlantic Gift + Home Market**

Debuting March 9-11, 2025, at the Moncton Coliseum, the Atlantic Gift + Home Market continues the associations commitment to representing the national interests of its members and our retail community by launching its second regional market in Canada. The Moncton Coliseum, located within a 90-minute drive from major Maritime cities, with short flights from Newfoundland and Labrador, Quebec and Ontario, will provide exhibitors and buyers with the opportunity to come together in a face to face environment to place orders, see new products, Shop Canadian and get introduced to local vendors.

It also allows buyers in the region to be able to pop into a driveable event in a cost-effective way and be home with orders placed within 24 hours from some of the most unique vendors in the region. "Interest and support for a second regional market located in Eastern Canada has been exceptionally strong from all stakeholders." explains CanGift's President & CEO Dwayne McKillop. McKillop goes on to say, "We are looking forward to helping bring buyers and sellers together with the professional event standards that we set as industry leaders."

#### **About the Canadian Gift Association (CanGift)**

**The Canadian Gift Association (CanGift)** is the voice and entrepreneurial spirit of Canada's \$10 billion giftware industry. Since 1976, this not-for-profit association has worked hard to make its members more competitive and successful. In today's evolving market, CanGift remains committed to being a force for positive change, acting as the industry's best-known and most trusted "partner in growth" for businesses big and small. CanGift enables members to network, discover the latest trends, make new business relationships and strengthen existing ones through our **Toronto Gift + Home Market presented by Paid** (Toronto Congress Centre), **Alberta Gift + Home Market presented by Paid** (Edmonton EXPO Centre) and our newest show the **Atlantic Gift + Home Market** (Moncton Coliseum). In addition to our face-to-face marketing opportunities, we offer a portfolio of member benefits, which include discounts on shipping, payment processing, inStore Magazine advertising and a free CFIB membership.

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For information on becoming an exhibitor please contact Tanya Brennan 416.642.1035 [tbrennan@cangift.org](mailto:tbrennan@cangift.org)

For information on registering as a buyer please contact Angela Voelkner 416.642.1046 [avoelkner@cangift.org](mailto:avoelkner@cangift.org)

For information regarding this release please contact Dwayne McKillop 416.642.1052 [dmckillop@cangift.org](mailto:dmckillop@cangift.org)