

MICHAELS OFFERS INTERACTIVE HELP TO CREATE HOLIDAY MAGIC

Craft experts and Santa's elves will be on call for Holiday Helpline, Just Add Wishes and more

(IRVING, Texas) – [Michaels](#) has been a top destination for DIY holiday inspiration for decades, and this year the retailer makes the holidays simpler than ever with several interactive programs for crafters and kids.

DIY dilemmas are a snap with Michaels' Holiday Helpline. Michaels Creative Expert Jo Pearson and her team of crafting experts will take customer questions one-on-one to dispense answers and advice about holiday crafting projects and products. Now through Christmas Eve, customers can call 1-800-MICHAELS Monday through Friday from noon until 5 p.m. CST and be connected directly to Jo's team in the Michaels craft room (hotline will be closed on Thanksgiving). Customers also can send craft questions via email to holidayhelp@michaels.com or by using the hashtag #askmichaels on Facebook and Twitter.

Kids, meanwhile, can talk directly to Santa's helpers this holiday season through Michaels' free, interactive Just Add Wishes site. Nov. 11 through Dec. 24, kids can interact with a live elf through streaming video at Michaels.com/liveelf. The elf greets participants by name while guiding children through activities such as making holiday wish lists, playing virtual holiday games and drawing holiday pictures. Elves are available Monday through Saturday from 9 a.m. to 9 p.m. CST. After hours, kids can play games like Present Pickup and build wish lists that parents can share on Facebook to help faraway relatives with holiday shopping.

On Christmas Eve, the site becomes a Santa Tracker, allowing families to watch Santa's magical journey around the world. The Santa Tracker includes a Santa locator, behind-the-scenes information from the North Pole control tower and the Santa Cam, where kids get to see Santa at work putting presents under trees and filling stockings.

"We want to make it easy to create holiday magic and beautiful memories," said Michaels Chief Marketing Officer Paula Puleo. "Michaels' Holiday Helpline solves crafting emergencies, and Just Add Wishes offers a new way to entertain and delight kids with the wonder of the season."

For even more inspiration, Michaels stores will host "Don't Just Pin It, Make It Your Own" Pinterest parties at all stores on Sunday, Nov. 10, from 1–4 p.m. Customers can browse Michaels' inspired-by-Pinterest displays for project inspiration, then meet and craft with a Michaels creative expert who can help them make their own versions. Select stores around the U.S. also will host noted craft bloggers and industry experts to help customers with their projects. Visit michaels.com/pinterestparty for more details.

About Michaels

Irving, Texas-based Michaels Stores, Inc. is North America's largest specialty retailer of arts, crafts, framing, floral, wall décor and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates over 1,119 Michaels stores in 49 states and Canada and 122 Aaron Brothers stores, and produces 11 exclusive private brands including Recollections®, Studio Decor®, Bead Landing®, Creatology®, Ashland®, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart®, Loops & Threads® and Imagin8®. For more information visit www.michaels.com or www.facebook.com/Michaels or follow Michaels on [Twitter](#), [Pinterest](#) and [Instagram](#) @MichaelsStores.

