



October 2010

MICHAELS HOSTS HALLOWEEN HOCUS POCUS

Frightening fun includes events, workshops, decorations and costume ideas

(IRVING, Texas) More people celebrate Halloween big when it falls on a weekend, and since the holiday is on Sunday this year, [Michael's](#), North America's largest arts and crafts specialty retailer, will offer a month of spooktacular events, creative costumes and devilish DIY décor ideas, all without a scary price tag.

To get in the Halloween spirit, all 1,030+ Michaels stores in the U.S. and Canada will host free in-store workshops beginning October 2 where customers can learn to make everything from quick costumes to not-so-tricky party treats, all for less than \$7. On October 30, stores will hold a Free Family Event that includes in-store kids' costume parades, face painting and crafts. Visit www.michaels.com/halloween for a complete schedule of events.

"Halloween is a great time to show off your creativity because there are no rules -- the holiday goes wherever your imagination takes you," said Michaels Chief Marketing Officer Paula Puleo. "Michaels has plenty of products, projects and activities in our stores and online to help inspire people to enjoy the holiday without spending a lot of time or money."

Entertaining is eerier with Michaels' new Celebrate It™ Ravenhead Manor™ collection of Halloween decorations, including skulls, framed lenticular photos, candles and frightening floral arrangements for less than \$15. Party essentials like themed plates, cups, napkins and a spider web table runner start at \$1.29.

Costumes are a snap with Michaels' assortment of accessories including animal ears, hats, brooms, spiders, birds, chains, face paints and more. More costume, décor and party ideas can be found on www.michaels.com, which features hundreds of Halloween projects with complete instructions. Three new webisodes featuring Michaels Creative Expert Jo Pearson show viewers how to make a dragon costume for kids, a mummy door greeter and Day of the Dead skeleton marionettes.

Those in the Halloween spirit can put their creativity to the test with the "Spook-duck®-ular Costume Contest" that runs through October 31. Customers can enter their Duck Tape® costume creations in the adult or children's categories for a chance to win a \$100 Michaels gift card each week. Ages 14 and older can enter at www.spookduckularhalloween.com.

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 more than 1,030 Michaels stores in 49 states and Canada, and over 140 Aaron Brothers stores, and produces ten exclusive private brands including Recollections®, Studio Decor™, Bead Landing®, Creatology®, Ashland™, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart® and Loops & Threads™. For more information visit www.Michaels.com.

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