



November 2010

## MICHAELS® LAUNCHES HOLIDAY "SIX WEEKS OF INSPIRATION"

*Arts & crafts retailer survey shows customers plan to make homemade gifts and décor*

(IRVING, Texas) — Michaels, North America's largest arts & crafts specialty retailer, announces "Six Weeks of Inspiration" for the 2010 holiday season, featuring free and low cost gift and décor making workshops in all U.S. and Canada stores. Events begin with a holiday open house on Saturday, Nov. 13, from 10 a.m. to 3 p.m. and will continue through December to help customers create personalized gifts and decorations.

In the retailer's annual holiday customer survey, conducted in October, 63 percent of respondents said they plan on making gifts to save money this year. Seventy-five percent said they plan to make some, if not all, of their holiday decorations as well.

The survey may illustrate the new frugality trend, where consumers continue to spend less despite the improving economy while focusing on things that are meaningful to them. More than 80 percent of Michaels customers surveyed said they will spend the same or less this holiday season compared to last year, and 85 percent said that homemade items are more sentimental.

"Customers want more value, not just in terms of spending less money, but also getting something that is special and memorable to them," said Michaels Chief Marketing Officer Paula Puleo. "Our Six Weeks of Inspiration events will give customers tons of ideas for celebrating the season in a personal, meaningful way on any budget."

A schedule of holiday events is available at [Michaels.com/holiday](http://Michaels.com/holiday). Visitors will also find Inspiration from a new series of holiday webisodes featuring Michaels Creative Expert Jo Pearson showing how to make tabletop décor, kids' ornaments, snow globes, decorative candles and more. To complete the holiday transformation of a room or mantle, Michaels introduces a DIY kit to create a flat-screen TV custom frame from a selection of over 500 different mouldings.

Customers can put the final touches on the season with Michaels' expanded selection of holiday floral picks to combine with tins, decorated gift boxes and wrapping paper for unique, creatively wrapped gifts. Stocking stuffers from \$1 and ready-made gift ideas for everyone in the family are easy and affordable for last minute shoppers.

Beginning Nov. 7, creative customers can enter Michaels' "Craft Some Holiday Magic™" contest for a chance to win a dream getaway Caribbean crafting cruise. Details are at [facebook.com/Michaels](http://facebook.com/Michaels).

### **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](http://www.Michaels.com).

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