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MICHAELS LAUNCHES "MAKE YOUR JOY" HOLIDAY PLANNING TOOL

Online planner takes stress out of holiday gift giving and rewards users

(IRVING, Texas) – Even though it's only July, serious holiday crafters are already making their to-do lists and checking them twice in preparation for their busiest time of the year. To make this holiday season easier, Michaels has launched [Make Your Joy](#), an online holiday planning tool.

Users who register for the free application at Michaels.com/holidayplanner can create and manage their to-do lists, sync their calendars to Michaels events and view and share holiday project ideas. Users will receive reminders so they can stay on schedule, plus inspiration, ideas and chances to win prizes throughout the holiday season.

Every time Make Your Joy users make progress on their to-do list or share a project idea, they earn chances to win stress-busting monthly prizes including a year of massages from Massage Envy, a year of house cleaning from Merry Maids, a \$1,000 gift card from Rent the Runway or a \$500 gift card from Michaels. One lucky winner will receive the Ultimate Joy Prize Package featuring a trip for two to Mexico courtesy of Baja Resorts.

"Many of our customers start planning early for the holidays so they can make homemade gifts and cards or design the perfect holiday home for entertaining family and friends," said Michaels Chief Marketing Officer Paula Puleo. "Make Your Joy is a great solution for our customers who want to get everything done on time – hopefully with room to spare – so they can relax and enjoy the season."

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 1,070 Michaels stores in 49 states and Canada, and 136 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.

Media Contact: Allison Swank or Loren Rutledge
817-329-3257

Michaels@spmcommunications.com