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## Michaels Introduces Family Craft Night Powered by The Knack Program helps families make memories and aid child development through creative play

(IRVING, Texas) — [Michaels](#), North America's largest arts & crafts specialty retailer, announces the re-launch of [The Knack](#), its club for kids and parents that promotes creative family fun through in-store events and projects that can be done at Michaels or at home, with the August 13 introduction of Family Craft Night.

Family Craft Night is inspired by studies that show children benefit from focused time with parents, free of distractions from TV, the Internet and video games. According to the nationally renowned [Cook Children's Medical Center](#) in Fort Worth, Texas, "simple crafts and handmade projects provide both short and long term benefits to a [child's emotional, social, spiritual and cognitive development.](#)"

A recent Michaels customer survey showed that while most respondents cited that they participate in arts and crafts activities with their children, more than 88 percent said they would like to find more activities that bring their families together.

"We listened to our customers who said they want to spend more focused time with their kids, but needed ideas and projects that engage the whole family," said Michaels Senior Director of Digital Marketing & PR Anthony Price. "Michaels Family Craft Night and The Knack offer a solution to time-starved families who want activities that bring their families together, spark creativity and make memories that last a lifetime."

Michaels has partnered with actress Holly Robinson Peete, co-host of *The Talk*, co-founder of the [HollyRod Foundation](#) and mother of four to help launch Family Craft Night. Through her work at the HollyRod Foundation she has become an advocate for children and education, and recognizes the importance of creative family time for kids' development and well-being.

"The times we spend crafting with our children are precious moments that bring us closer together," said Ms. Peete at a recent L.A. launch event for Family Craft Night and The Knack. "It's wonderful that Michaels is offering families ideas and inspiration for creative projects they can enjoy together, bond as a family and further the children's development."

The Knack, designed for kids ages 3 – 12, is structured around monthly themes like "Vacation Station," "Color Fun" and "Superheroes and Sidekicks" that engage both parents and kids and has a new colorful logo that promotes imagination through a child's eyes. All components of The Knack, including monthly themed project suggestions to get families started, can be found on The Knack's engaging, newly designed website at [www.michaels.com/theknack](http://www.michaels.com/theknack).

Michaels works with child development experts at Cook Children's to evaluate The Knack's projects and give parents a resource that enhances their child's development with age-appropriate, fun creative projects they can do at home whenever they choose.

Family Craft Night project ideas are just part of what The Knack offers. Other benefits include:

- Club cards: Kids can print The Knack club cards at home and bring them to The Knack branded in-store events to earn a punch for each event. Once the card is full of punches, kids collect a prize from The Knack Box.
- Scavenger hunts: Monthly themed in-store scavenger hunts can be printed at home or accessed through a QR code on in-store brochures to make shopping creative and fun.
- New projects: Each month, new themed projects for each age group are added to promote imaginative and creative play.
- [How-to videos](#): New videos show quick and easy craft ideas that tie into monthly themes.

The Knack re-launch kicks off in stores on Saturday, August 13, with a "Vacation Station" theme and provides families with fun crafts to capture vacation memories and treasures. For all creative projects, in-store events and activities visit [Michaels.com/theknack](https://www.Michaels.com/theknack).

### **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 1,045 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](https://www.Michaels.com)

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