



March 22, 2011

Michael's Has All the "Egg-sentials" for Spring

Easter destination features free events, unique basket stuffers and décor

(IRVING, Texas) — Spring has sprung at [Michael's](#), and North America's largest arts and crafts specialty retailer celebrates Easter with free in-store events and new webisodes featuring ideas, tips and techniques for creating unique handmade Easter decorations, cards and gifts.

"Springtime is when nature blooms with creativity, filling the landscape again with color and life. It's a great time for families to find inspiration to make something fresh and new for the home," said Michael's Chief Marketing Officer Paula Puleo. "Michael's has Easter events to delight the kids as well as DIY décor products and projects to help celebrate with the whole family."

Spring and Easter events throughout April, at all U.S. and Canada stores, include:

- **Saturday, April 2, 10 a.m. – noon:** The KnackSM Easter Egg Event. Kids will have a ball decorating their own giant Easter egg. Free decorating supplies with purchase of 7" CreatologyTM craft egg.
- **Tuesday, April 5, 10 a.m. – noon:** The Knack Easter Chick Event. Easter crafting is fun for the whole family making cute chicks out of plastic Easter eggs. Free.
- **Saturday, April 9, 10 a.m. – 1 p.m.:** The Knack Crayola Event. Create works of art you can't miss using Crayola[®] Neon ExplosionTM.
- **Sunday, April 10, 1 – 3 p.m.:** The Knack Easter Pail Event. Get ready for the annual egg hunt with a personalized Easter pail. Free.
- **Saturday, April 16, 10 a.m. – noon:** The Knack Earth Day Event. Go green by decorating a canvas tote that can carry all essentials and double as a shopping bag
- **Sunday, April 17, 1-3 p.m.:** Body Art Event. Make your mark with glitter art that adds glam for prom, team spirit events or special occasions.
- **Saturday, April 23, 10 a.m. – noon:** The Knack Easter Card Event. Share the joy of Easter with family and friends with handmade cards created using DIY foam stamps. Free.

Michael's is a destination for all things Easter, from unique Easter baskets and basket stuffers to yard and home décor, including Creatology's Egg-sentials 4-piece nested plastic egg set, Celebrate ItTM Easter Tree Set with Mini Ornaments and Celebrate It Giant Carvable Easter Eggs in 7" and 9" sizes.

[Michael's.com](#) provides spring and Easter project ideas with a new [series of webisodes](#) featuring Michael's Craft Expert Jo Pearson. She'll show easy, step-by-step instructions for DIY Easter eggs and baskets, wardrobe and home décor updates, fresh DIY wedding ideas and fun animal puppets for the kids.

About Michael's

Irving, Texas-based Michael's 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 Michael's stores in 49 states and Canada, and over 140 Aaron Brothers stores, and produces ten exclusive private brands including Recollections[®], Studio DecorTM, Bead Landing[®], Creatology[®], AshlandTM, Celebrate It[®], Art Minds[®], Artist's Loft[®], Craft Smart[®] and Loops & ThreadsTM. For more information visit [www.Michael's.com](#)

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