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## 85 Percent say Handmade Valentines Say "I Love You" Best

*Michaels' in-store events and ideas help customers create cards and gifts from the heart*

(IRVING, Texas)-- A recent customer survey by [Michaels](#), North America's largest arts & crafts specialty retailer, shows that 85 percent of respondents think handmade gifts are more sentimental than store-bought. To help customers make unique, heartfelt Valentine's Day gifts and cards for their loved ones, Michaels announces it will host its largest ever slate of in-store Valentine's Day events.

The events begin on Friday, Feb. 4 at all U.S. and Canada Michaels stores, with a Knack Free Family Event from 4 – 6 p.m. where families can make a Valentine's Day candy photo holder, and continue through Sunday, Feb. 13 with a free card making event. For a complete schedule, go to [Michaels.com/ValentinesDay](http://Michaels.com/ValentinesDay).

"Of all the holidays, Valentine's Day is the most sentimental and it's a great time to show someone how special they are to you with a handmade gift or card," said Michaels Chief Marketing Officer Paula Puleo. "All of our in-store events – from the candy photo holder workshop to the Valentine's Day puppets – offer creative, fun ways to give gifts from the heart."

In addition to its family-friendly events, Michaels debuts a new [Valentine's Day webisode](#) featuring Creative Expert Jo Pearson showing how to make a heart-shaped candy box with a special bonus – a sweetly hidden chore chart that kids can make. Dozens of additional ideas and inspiration for Valentine's Day are available at [Michaels.com](http://Michaels.com).

For classroom card exchanges and parties, Michaels offers [Creatology® foam card](#) making supplies, foam and tin mailboxes that kids can decorate. Michaels also offers a wide range of holiday décor, themed gift packaging for handmade treats and gift cards.

### 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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