



February 2012

CRAFTING A KINDER WORLD

Michaels celebrates Random Acts of Kindness Day with \$100,000 in giveaways

(IRVING, Texas) — Random Acts of Kindness Day is Friday, Feb. 17, and to celebrate the spirit of the day and encourage others to participate, [Michaels](#) will give away more than \$100,000 in gift cards at its 1,060+ stores and on its [Facebook](#) page.

Throughout the day, Michaels will randomly hand out thousands of gift cards in its stores and through Facebook to inspire people to in turn do something kind for others, such as donating their gift cards to a school, church or hospital, or using the cards to buy supplies to make a special homemade gift for someone.

"This is a fun way for us to say thanks to our loyal customers and an opportunity for them to pay it forward with a DIY gift," said Michaels Chief Marketing Officer Paula Puleo. "We hope that our participation in Random Acts of Kindness Day will inspire our customers throughout the year."

The unofficial holiday falls during [Random Acts of Kindness Week](#)[®], Feb. 13-19, founded by the [Random Acts of Kindness Foundation](#), an internationally recognized nonprofit organization based upon the powerful belief in kindness, and dedicated to providing resources and tools that encourage acts of kindness.

Customers who want to participate in the holiday with a hand-made gift can find suggested projects to share at [Michaels.com/sharethelove](#).

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 1,060 Michaels stores in 49 states and Canada, and 136 Aaron Brothers stores, and produces 10 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](#).

Media Contact: Allison Swank or Loren Rutledge
817-329-3257
Michaels@spmcommunications.com