



June 2013

MICHAELS ROLLS OUT FREE MOBILE CRAFT TOUR TO CELEBRATE 40 YEARS OF CREATIVITY

Michaels Craft Truck hits the road for a cross-country trek in June

(IRVING, Texas) – To celebrate its 40th birthday, [Michaels](#) will launch the first-ever [Michaels Craft Tour](#) this month in a specially designed 18-wheeler that features a fully stocked, 1,000-square-foot craft room on the inside. The tour will travel throughout the U.S. from coast-to-coast, visiting store openings, outdoor festivals and other events along the way.

At each stop, kids and adults can climb aboard the truck for hands-on crafting fun with free family craft projects. Visitors can also take pictures with Michaels' interactive social media walls and share photos of their crafts through social media channels using #michaelscrafttour. Other features include TV screens showing Michaels DIY videos.

"We wanted to do something big to celebrate our 40th birthday with our customers, and the Michaels Craft Tour and truck is a one-of-a-kind craft party on wheels," said Michaels Director of Local Marketing Chris Young. "We've been spreading creativity since the first Michaels store opened in Dallas in 1973, and we look forward to seeing old friends and making new ones as we travel the nation."

Joining the fun on some stops will be Michaels Creative Expert Jo Pearson, known to crafters around the country for her informative how-to videos, shown in stores and on [michaels.com](#). The tour begins in Utah in June and will continue through October. For a complete schedule, go to [michaels.com/crafttour](#).

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 1,113 Michaels stores in 49 states and Canada and 123 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](#) or [www.facebook.com/Michaels](#) or follow Michaels on Twitter and Pinterest @MichaelsStores.

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