

MICHAELS HELPS “MAKE IT, GIFT IT, DECORATE IT” THIS HOLIDAY SEASON
Retailer offers DIY gift and décor events and inspiration through December

(IRVING, Texas) — Michaels, North America's largest arts & crafts specialty retailer, will celebrate the season with free and low cost events, DIY project ideas and inspiration through the end of December to help adults and kids make homemade holiday cards, gifts, decorations and treats.

In Michaels' holiday customer survey, conducted in October, 65 percent of respondents said they plan on making gifts this year, nearly half said they will make cards and 69 percent said they will make decorations. The survey also showed the DIY trend continues to grow and holiday DIYers aren't just trying to save money as more than two-thirds said they enjoy holiday projects as a family activity.

“The holidays are all about crafting family traditions together, and projects like baking holiday treats, designing ornaments and making and wrapping gifts bring families closer,” said Michaels Chief Marketing Officer Paula Puleo. “Our ‘Make It, Gift It, Decorate It’ campaign includes ideas and inspiration to help customers tackle all kinds of holiday projects.”

A complete schedule of in-store holiday events is available at Michaels.com/store-events. Visitors will also find inspiration in Michaels' online [holiday craft room](#), featuring project ideas, tips from other Michaels customers and a new series of holiday webisodes featuring Michaels creative experts. They give easy, step-by-step instructions for making holiday gifts, sprucing up old decorations, custom ornaments, unique gift wrapping and more.

Beginning Nov. 4, all U.S. Michaels stores will offer three exclusive ornaments to benefit the Association of Hole in the Wall Camps, which provides life-changing experiences to children with serious illnesses and their families free of charge. The specially designed Santa, snowman and penguin ornaments retail for \$6.99 with \$1 from each sale going to the camps and programs. Also benefiting the Association, along with Starlight Children's Foundation and Boys and Girls Clubs of America, Michaels will donate five percent of the loaded value on specially designed Michaels gift cards.

Michaels will also donate \$1 to those charities for every uploaded photo of a DIY gift or décor project on the Michaels' Facebook contest page and for every “like” of the photos, up to \$25,000.

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 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

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