



November 2012

## **MICHAELS PROVIDES HOLIDAY STRESS RELIEF WITH IDEAS, INSPIRATION & ONE-STOP SHOPPING**

*Survey reveals time is a factor in making the holidays merry*

(IRVING, Texas) – The holidays are supposed to be a happy time spent with family and friends. Yet Michaels' annual holiday survey revealed that time is the season's biggest Grinch, with more than 55 percent of respondents saying they feel pressed to get everything accomplished in time to celebrate. To help customers enjoy a calmer season, Michaels offers one-stop shopping for quick and easy holiday preparation, as well as the "[Make Your Joy](#)" online project planning tool, and an online [holiday look book](#) to provide inspiration and ideas.

All Michaels stores can help customers get the house ready for the holidays with pre-lit trees, garland, ribbon, ornaments, pre-made table decorations and yard décor. Michaels has thousands of online project ideas for customers who want to add personal touches this holiday season. And for those with limited time, Michaels.com has dozens of ideas for custom, one-of-a-kind décor, gifts and gift wrapping that can be completed in 30 minutes or less, plus simple shortcuts to add DIY touches to gifts, baked goods and decorations.

"The holidays are meant to be enjoyed, shared and remembered, not to be a time of stress," said Michaels Chief Marketing Officer Paula Puleo. "At Michaels, we've listened to our customers and have made it easy to shop for affordable decorations and gifts in one spot, both for those who want to do it themselves as well as those who prefer to pick up something pre-made."

Michaels also offers supplies to create personalized holiday cards, or customers can go digital with [MiDesign@Michaels](#), an online tool that allows users to create custom cards, party supplies, scrapbooks and calendars.

Michaels will offer free in-store events throughout the month to help kids and adults make gifts and décor. A complete schedule is online at [www.Michaels.com](http://www.Michaels.com).

In the spirit of holiday giving, Michaels is selling a special Holiday Ornament and will donate \$1 from each sold to benefit the Starlight Foundation. Boys and Girls Clubs of America, Serious Fun, the Starlight Foundation and Crafting for a Cure will also receive 5 percent of the value of every Charity Giving gift card sold at Michaels. (See stores for details.)

### **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 1,090 Michaels stores in 49 states and Canada, and 128 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](http://www.Michaels.com).

Media Contact: Allison Swank or Loren Rutledge  
817-329-3257  
[Michaels@spmcommunications.com](mailto:Michaels@spmcommunications.com)