



September 2013

## MICHAELS TAKES PUMPKINS BEYOND THE PATCH FOR HALLOWEEN

Blogger challenge, Great Pumpkin Event and custom carving take jack-o'-lanterns to next level

**(IRVING, Texas)** – Of all the Halloween traditions, pumpkin carving is one of the most popular, and this year, [Michael's](#) is taking the beloved annual ritual up a notch with simple, affordable online project ideas, new products and in-store events.

The retailer kicked off the season with [The Great Pumpkin Challenge](#), sending carveable craft pumpkins to 30 top DIY lifestyle blogs, including [A Night Owl](#), [U Create](#) and [Lil Luna](#), and asking the bloggers to reimagine ways to use the versatile foam gourds. The results are displayed on Michael's Halloween board on Pinterest, with ideas ranging from planters, terrariums and candleholders to pumpkin purses, centerpieces and even a whole spooky cemetery.

"Everyone loves a classic jack-o'-lantern, but we wanted to offer our customers a selection of fun ideas for something different this year," said Michael's Director Digital & Social Marketing Robert Freeman. "Our blogger friends came up with some amazing pumpkins that we hope will inspire people to take their Halloween celebration to a whole new level."

Kids can get into the Halloween spirit with the Michael's Great Pumpkin Event in all U.S. and Canada stores Saturday, Oct. 5, from 1-3 p.m. Each child will receive a 9" carveable pumpkin and can create a unique design that will last for years to come. Cost is \$6, and a free face painter will also be on hand at each event.

Customers can leave the carving to Michael's, and order a custom craft pumpkin that can be personalized with any design, including the family name or house number, that can be used again and again. Orders placed by Oct. 13 will be ready in time for trick-or-treat. More information is available at [www.michaels.com/custom-carved-pumpkins](http://www.michaels.com/custom-carved-pumpkins).

Michael's also has everything needed to make one-of-a-kind DIY costumes, haunting home and yard decorations and homemade Halloween treats. For Halloween inspiration, ideas and instructions, go to [Michael's.com](http://Michael's.com) and [Michael's' Halloween Pinterest boards](#).

### About Michael's

Irving, Texas-based Michael's 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 over 1,119 Michael's stores in 49 states and Canada and 122 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) or [www.facebook.com/Michaels](http://www.facebook.com/Michaels) or follow Michael's on [Twitter](#), [Pinterest](#) and [Instagram](#) @MichaelsStores.

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