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**2011 Brides Showcase their Unique Style with DIY Weddings**  
*Michael's® updates wedding selection with new colors, products and projects*

(IRVING, Texas) –The DIY wedding trend that started as a way to save money during the recession is predicted to remain strong in 2011 as couples continue to look to affordable do-it-yourself projects such as [DIY invitations](#), [favors](#), [ceremony accessories](#) and [reception décor](#) to create personalized, unique weddings.

To offer brides even more stylish options, [Michael's](#), North America's largest arts and crafts specialty retailer, has updated its wedding section with hundreds of trend-forward products featuring the hottest colors for 2011, such as turquoise, fuchsia and eggplant, along with supplies and new ideas for creating one-of-a-kind showers, parties, ceremonies and receptions. **All U.S. and Canada stores will host a free in-store event on Saturday, March 5 from 10 a.m. to noon to show brides beautiful ways to customize their wedding invitations.**

"DIY is the best way for a couple to create a ceremony and reception that expresses their unique style on any budget," said [Michael's Chief Marketing Officer Paula Puleo](#). "Michael's offers inspiration, ideas and one-stop shopping for everything needed to create a personalized, affordable wedding celebration unlike any other."

Brides can find inspiration and ideas in nearly every department at Michael's, from wedding, floral, ribbon and baking to paper crafts, home décor, jewelry and custom framing. In addition to décor, ceremony accessories include [guest books](#), [ring pillows](#), [flower girl baskets](#) and unity sand. For the reception, Michael's has place cards and holders, monogram cake toppers, slicers and stands, toasting glasses, tabletop décor, favor boxes and more.

Michael's provides online and in-store tools such as the updated [Celebrate It™ Wedding Inspiration](#) book, featuring top trends, elegant ideas and lush photos. A [wedding checklist](#) and hundreds of [DIY wedding project ideas](#) with complete instructions can be found at [www.michaels.com/wedding](http://www.michaels.com/wedding).

Also new for 2011, brides save even more money on their DIY wedding projects when they sign up to receive coupons and special offers by scanning a QR code in select Michael's ads using their smartphones and favorite QR code reader apps.

### **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 more than 1,030 Michael's stores in 49 states and Canada, and over 140 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](http://www.Michaels.com)

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