

MICHAELS AND ETSY PARTNER FOR 3rd ANNUAL GLOBAL CRAFT PARTY

Aug. 24 event brings together communities around the world in art, crafts, DIY and design

(IRVING, Texas) – Crafters all over the world will hold simultaneous local crafting events to celebrate global creativity on Friday, Aug. 24, using materials and supplies provided by Michaels to celebrate [Etsy's 3rd Annual Global Craft Party](#).

As the lead sponsor of the international community-based party, themed "Wish You Were Here," Michaels sent craft supplies to local groups participating throughout the world. Michaels is also providing creative inspiration with three project ideas – a [travel journal](#), [vintage wooden postcards](#) and a [framed scene in a bottle](#) – and offers Etsy's downloadable party tool kit with invitations, name tags, photo props and party planning checklists at [Michaels.com](#).

Crafters can search [#craftparty](#) on Twitter before and during the event for up-to-date party information and to connect with participants all over the world.

"We partnered with Etsy for the Global Craft Party because we believe, as Etsy does, that creativity knows no borders," said Michaels CMO Paula Puleo. "We encourage crafters everywhere to join in on Aug. 24 and work together on projects that reflect their nations, regions or hometowns."

"Since we share a spirit of encouraging creativity, it was a natural fit to work with Michaels to provide materials and inspiration for this year's Craft Party," said Julie Schneider, creative community programming lead at Etsy.com. "I'm excited to see how each Craft Party comes to life in celebration of two of the best things in our handmade lives: craft and community."

Anyone can join, start or organize a Craft Party, and participants are encouraged to invite people right up to the day of the event. For more information about hosting or attending a local Craft Party, go to [www.etsy.com/craftparty2012](#).

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 1,070 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](#).

About Etsy

Etsy is the marketplace we make together. Founded in 2005, Etsy provides a platform for creators and curators to easily market and sell their products globally. Over 800,000 shops offer millions of unique handmade and vintage goods to over 40 million people each month. Etsy is based in Brooklyn, NY. For more information, please visit [www.etsy.com](#).