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Michaels Marks First International Yarn Bombing Day on June 11 Arts & Crafts Retailer celebrates with in-store yarn bombing and knit-a-thon

(IRVING, Texas) — [Michaels](#), North America's largest arts and crafts specialty retailer, celebrates the first ever International Yarn Bombing Day on Saturday, June 11 from 1 – 5 pm with in-store yarn bomb installations and knit-a-thons at five locations.

[International Yarn Bombing Day](#) was started to encourage yarn bombers around the world to display pieces of knitting and crochet on a single day to raise awareness of the fast growing art form.

"International Yarn Bombing Day celebrates the art forms of knitting and crocheting, and we want to recognize and support knitters and crocheters by marking the day in our stores," said Michaels CMO Paula Puleo. "We are continually impressed by the creativity of all our customers, and salute those who share their unique art with their communities."

Yarn bombing is a type of street art that features displays of knitting or crocheting on ordinary objects in the community such as street signs, trees, public buildings and monuments. Yarn bombers have also been known to cover cars, bikes, phone booths, buses and just about anything else.

Michaels will have yarn bombers displaying their craft in these five Michaels stores: Manhattan (808 Columbus Avenue); Chicago (3131 N. Clark Street); Dallas (5500 Greenville Ave.), Burbank, CA (1551 N. Victory Pl.) and Toronto (30 Billy Bishop Way.) The five in-store events will also feature a knit-a-thon where knitters can come in and create blankets and wagon liners for the [Starlight Children's Foundation](#), which helps seriously ill children and their families cope with pain, fear and isolation through entertainment, education and family activities.

"We appreciate Michaels for including Starlight Children's Foundation in this fun, creative event," said Starlight CEO Jacqueline Hart-Ibrahim. "Their continued generosity, along with the knitted donations, means a lot to some very special hospitalized children."

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 1,045 Michaels 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

About Starlight Children's Foundation

When a child or teenager has a serious medical condition, everyone in the family is affected. For nearly 30 years, Starlight Children's Foundation™ has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of chapters and offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient,

hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight.org.

Media Contact: Kristen Kauffman or Allison Swank
(817) 329-3257
Michaels@spmcommunications.com