



May 2012

## **MICHAELS INSPIRES DADS WITH EASY IDEAS FOR HANDMADE MOTHER'S DAY GIFTS**

*Dads and kids can celebrate Mom with memorable DIY projects and in-store events*

(IRVING, Texas) – Dad may be better with a hammer than a glue gun, but Michaels makes it easy for dads to help their children create special Mother's Day gifts for Mom. With hundreds of DIY gift ideas online and low-cost in-store gift-making events from Michaels, dads and their children will have fun creating a memorable handmade gift.

Dads with an artistic flair can help their children create personalized handmade cards, while dads and kids with green thumbs can embellish garden stepping stones. From decorated mugs to custom designed apparel to festive cupcakes, Michaels features quick and easy gift projects on its dedicated Mother's Day web page at [Michaels.com/MothersDay](http://Michaels.com/MothersDay). The site includes photos and step-by-step instructions that are simple to follow, helping dads and kids make gifts Mom will love.

Dads who would like a little creative assistance can bring their children to Michaels stores Friday, May 4, through Saturday, May 12, for inexpensive gift-making events. Kids can create a variety of handmade Mother's Day gifts including a bracelet, apron, bookmark, T-shirt or mug. For a complete schedule, see [Michaels.com/Events](http://Michaels.com/Events).

"When dads and kids work together, they create more than a great gift – they make special memories, too," said Michaels Chief Marketing Officer Paula Puleo. "Michaels has hundreds of easy handmade gift ideas and everything dads and kids need to surprise Mom on Mother's Day."

Families can also give Mom the gift of creativity with a Michaels gift card, which never expires and has no fees.

### **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 1,060 Michaels stores in 49 states and Canada, and 136 Aaron Brothers stores, and produces 10 exclusive private brands including Recollections®, Studio Decor™, Bead Landing®, Creatology®, Ashland™, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart® and Loops & Threads™.

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