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Handmade Gifts Make Valentine's Day Special

Michael's survey shows homemade gifts are more meaningful to recipients

(Irving, Texas)—Homemade gifts gained in popularity for the second year in a row during the recent holiday season but it is the heart, not the economy driving the trend in 2010, according to Michaels Stores, North America's largest arts and crafts specialty retailer.

In a recent Michaels customer survey, 87 percent of respondents said they think handmade gifts are more meaningful than store-bought presents. To help people make personalized cards and gifts that will be treasured for years to come, all U.S. and Canada Michaels stores will host Valentine's Day events while Michaels.com will offer creative gift ideas and a new how-to webisode.

"Our customers have told us that making gifts for loved ones goes beyond saving money— they want to give something personal and handmade," said Michaels Executive Vice President of Category Management Philo Pappas. "Our in-store events, webisode and online projects feature easy, affordable ideas for making personalized Valentine's Day cards and gifts."

Michael's Valentine's Day events include:

- **Feb. 6 from 10 a.m. to 2 p.m.:** A free Valentine's Day card-making event where customers can also decorate a tin mini-mailbox, available for about \$5, with free supplies. A free Wilton cookie demonstration follows from **2 p.m. to 4 p.m.**
- **Feb. 9 from 6 p.m. to 9 p.m.:** Michaels provides the supplies for customers to decorate a Valentine's Day treat bag when they purchase the bag for around a dollar.
- **Feb. 13 from 10 a.m. to 1 p.m.:** Customers can create a unique gift by personalizing a heart-shaped picture frame with free supplies with the purchase of a wooden frame for approximately \$1.

www.michaels.com/valentinesday offers additional ideas and inspiration for Valentine's Day projects including heart-shaped candy and baked items, memory boxes, jewelry, gift baskets and decorative candles. A Valentine's Day how-to webisode featuring creative expert Jo Pearson debuts on Michaels.com on January 31.

The site also features creative Valentine's packaging ideas to add a personal touch to popular gift cards. Michaels gift cards are available in stores or online, and gift cards for fashion, entertainment, sports, dining and more are available in stores at Gift Card Mall™ kiosks.

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 1,020 Michaels stores in 49 states and Canada and over 150 Aaron Brothers stores. For more information visit www.Michaels.com.

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