



February 2013

RANDOM ACTS OF CRAFTING GIVEAWAY

Michael's to randomly give away \$100,000 in gift cards to celebrate Random Acts of Kindness Day

(IRVING, Texas) — Kindness comes in all shapes and forms, and in celebration of [Random Acts of Kindness Day](#) on Sunday, Feb. 17, [Michael's](#) hopes to inspire customers to participate by giving away more than \$100,000 in gift cards at its nearly 1,100 U.S. and Canada stores.

This is the second year Michael's will randomly hand out free gift cards in its stores in observance of the international holiday. Gift card recipients will be encouraged to “craft it forward” and exhibit their own random act of kindness towards another person. This year, the craft store is celebrating throughout [Random Acts of Kindness Week](#), Feb. 11-17, by asking customers to share their own random acts of kindness on the Michael's Facebook page and to use the hashtag #RAOKDIY when sharing on Twitter and Instagram.

“We've heard wonderful stories from our customers and store associates about how inspired they were by the giveaway last year,” said Michael's Chief Marketing Officer Paula Puleo. “This year, we've asked our customers to share their stories on Facebook, Instagram and Twitter so they might inspire others to embrace the spirit of Random Acts of Kindness Week.”

Customers who want to “craft it forward” can find inspiration for Random Acts of Kindness projects to give to others on the Michael's Random Acts of Kindness [Pinterest board](#).

Random Acts of Kindness Day was created by the [Random Acts of Kindness Foundation](#), an internationally recognized nonprofit organization based upon the powerful belief in kindness, and dedicated to providing resources and tools that encourage acts of kindness.

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 1,090 Michael's 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® and Loops & Threads® and Imagin8™. For more information visit www.Michaels.com.

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