



April 2013

**MICHAELS CELEBRATES EARTH DAY WITH UPCYCLING PARTY IDEAS AND A TREE-PLANTING INITIATIVE**  
*Retailer also offers eco-conscious crafting events for kids throughout the month*

**(IRVING, Texas)** – To join in the worldwide celebration of Earth Day on April 22, [Michael's](#) is inspiring customers with upcycling project ideas and a text-message campaign to plant 10,000 new trees in North America through the [American Forests Global ReLeaf](#) program.

Michael's offers creative ways for customers to celebrate Earth Day in its April LookBook, with ideas for party games and décor using recycled materials they already have in their homes. Projects include:

- Water Bottle Bowling – empty plastic water bottles are transformed into brightly painted “pins” for a fun, eco-minded game.
- Block Party Banner – a little leftover fabric and recycled cardboard become a welcoming sign for friends and neighbors.
- Recycled Flowers – festive décor is a snap with cheerful flowers made from old soda cans or newspapers.

Michael's Kids Club also will host Earth Day crafting events in all stores throughout April. For just \$2 per child per 30-minute session, kids can learn to create one-of-a-kind stamps with foam and paint, craft puppets from recycled water bottles or turn leftover supplies into art.

“We believe that creativity is one of our greatest natural resources, and what better way to celebrate Earth Day than with DIY projects that respect the planet?” said Michael's Chief Marketing Officer Paula Puleo. “We hope our customers will continue to find inspiration all year long by signing up for our text alerts in April, which also will help us plant new trees.”

In honor of customers who opt in to receive text alerts from Michael's by texting RELEAF to 273283 during April, Michael's will make a donation that allows Global ReLeaf to plant 10,000 trees.

Since 1990, American Forests Global ReLeaf has completed work in all 50 U.S. states and 39 countries around the world, helping to plant more than 43 million trees to restore local and global ecosystems.

**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 1,100 Michael's stores in 49 states and Canada and 123 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](http://www.Michaels.com).

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