



October 2011

MICHAELS GETS SPOOKY FOR HALLOWEEN

New projects, events and webisodes for trendy DIY costumes and décor

(IRVING, Texas) [Michael's](#), North America's largest arts and crafts specialty retailer brings frightening fun to Halloween this year with a full slate of [Halloween events, how-to webisodes, easy DIY costume ideas and affordable décor inspiration](#).

All U.S. and Canada Michaels stores will host free and low-cost in-store events throughout October, beginning Saturday, October 8 with an extreme pumpkin decorating event. Other events leading up to Halloween include costume and décor making, and culminate on Saturday, October 29 with in-store Halloween costume parades, make-it-take-its, free face painting and more. A complete schedule is available at www.michaels.com/halloween.

"Halloween is all about fantasy and fun, and Michaels has everything you need to create affordable, one-of-a-kind DIY Halloween costumes, treats and decorations," said Michaels Chief Marketing Officer Paula Puleo. "We look forward to seeing what our customers come up with for Halloween when they post their projects on our Facebook page – we're always amazed by their creativity."

Beginning October 3 through midnight on October 31, customers can showcase that creativity in the Spooky Craft-o-ween Contest and Sweepstakes on Michaels' [Facebook page](#). Customers can post photos of their Duck Tape® costume or pumpkin creations for a chance to win one of two grand prizes, their choice of a trip to Dallas to tour Michaels' headquarters or a trip to New York City. First prize winners get a gift basket worth \$325, and visitors to the site can vote on their favorites to be entered into weekly drawings for gift cards. For complete contest rules, go to Michaels' Facebook page.

[Michael's.com](#) provides additional Halloween inspiration with hundreds of in-store and online Halloween project ideas including new Duck Tape® costumes such as [Gaga](#), [gladiator](#) and [gnome](#), creative treat bags, [carvable pumpkin](#) projects and more. Dozens of Halloween how-to webisodes at Michaels.com show step-by-step instructions for creating party décor, treat tables, buffet displays and easy DIY costumes.

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 1,054 Michaels stores in 49 states and Canada, and 136 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

Media Contact: Allison Swank or Loren Rutledge
(817) 329-3257

allison@spmcommunications.com
loren@spmcommunications.com