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WONDERFUL, WEIRD OR WITCHY, CREATIVE COSTUME IDEAS ARE EVERYWHERE AT MICHAELS
Retailer introduces new DIY costume accessories and dress-up for dogs

(IRVING, Texas) – Making a creative, one-of-a-kind costume is half the fun of Halloween, and [Michael's](#) is the ultimate destination this spooky season with all the ideas, accessories and costume supplies a person or pet could need.

Michael's has a wide range of new costume accessories, such as glittery masks, animal ears, headband hats, capes, tutus, body paint and more, to help adults and kids of all ages put the finishing touches on their costumes. Dozens of new DIY costume ideas include a colorful DuckTape® mermaid, popular movie-themed costumes like a futuristic hunter and an old-time gangster.

And who can resist a dachshund dressed as a hotdog, a Pomeranian as a pumpkin or a Doberman as a devil? More and more people are getting man's best friend into the Halloween spirit, and Michael's' new line of pet costumes, available in all U.S. and Canada stores in sizes extra-small to large, helps them do just that. Other pet costumes include a witch – complete with pointy black hat – and a green dinosaur with scales down the back.

"Just buying a standard costume isn't nearly as fun as making something imaginative and unique," said Michael's Chief Marketing Officer Paula Puleo. "Dressing up their dogs for parties or trick-or-treating is one more way our customers are expressing their creativity and getting the most out of the holiday."

[Michael's.com](#) has instructions and videos for DIY costumes, ideas for spooky decorations and Halloween baking and party ideas in the October "[Dream Wild](#)" [look book](#). Through Oct. 14, customers can also order personalized pumpkins complete with their name, house number or custom design for a one-of-a-kind centerpiece or porch display.

Customers who "like" [Michael's' Facebook page](#) will get dozens of easy, affordable Halloween costume projects and alerts for upcoming in-store events, including a Halloween parade and trick-or-treat tote-making event on Oct. 27, plus special deals on supplies and decor.

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®, Loops & Threads® and Imagin8™. For more information visit www.Michaels.com.

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

Michaels@spmcommunications.com