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### **MICHAELS CREATIVE EXPERT JUDGES NEW TLC REALITY SERIES**

*Jo Pearson featured on "Craft Wars," hosted and executive produced by Tori Spelling*

(IRVING, Texas) – Crafting queen Jo Pearson, creative expert for Michaels Stores, will hold court as one of three judges on TLC's new competition series, "Craft Wars." The show, hosted and executive produced by celebrity crafter Tori Spelling, premieres June 26 at 10 p.m. Eastern (9 p.m. Central time).

Pearson's 25+ years of experience creating thousands of projects for North America's largest arts and crafts specialty retailer landed her the ultimate crafting gig. She spent several weeks in Los Angeles taping the 10-episode series earlier this year, advising, cajoling and critiquing the contestants as they raced the clock to create themed projects from surprise materials and crafting supplies from the fully stocked Michaels Craft Closet.

"If you can't glue it, don't do it! That was my mantra," said Pearson, an author and host of Michaels.com how-to webisodes. "It was the experience of a lifetime, working with Tori and the other judges. And the contestants were awesome, so it made filming a great experience."

Each week, the show pits three contestants against each other to design and complete a project in just one hour. Pearson and her fellow judges Erica Domesek (author of the DIY book "P.S. -- I Made This") and Stephen Brown (author and founder of the gift and holiday décor company Glitterville Studios) evaluate the crafts and eliminate one contestant during each show. The last two crafters standing compete in the week's Master Craft challenge, with a \$10,000 grand prize on the line.

On set, Pearson earned the nickname "Glue Police" because of her expertise on the best type of glue to use for various projects. As someone who crafts every day at work in her studio at Michaels' Dallas-area headquarters and at home (her home craft studio is comparable to a mini-Michaels) she said she was able to be realistic about the limitations the contestants faced, and admired their talent and spirit.

"'Craft Wars' is all about celebrating the amazing creativity of people just like the ones we see in Michaels stores every day," said Pearson. "The show is fun and inspiring, and I hope people will enjoy watching it as much as we enjoyed making it."

#### **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 1,060 Michaels stores in 49 states and Canada, and 136 Aaron Brothers stores, and produces 10 exclusive private brands including Recollections®, Studio Decor™, Bead Landing®, Creatology®, Ashland™, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart® and Loops & Threads™.

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