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CREATIVITY GOES BACK 2 SCHOOL WITH MICHAELS

Products, projects and lookbook help kids, parents and teachers get organized and inspired

(IRVING, Texas) – Saying goodbye to summer means returning to regular routines, stocking up on supplies and getting organized for the new school year. For back to school, Michaels has supplies and project ideas to help kids, parents and teachers start the year right, with inspiration and creativity to spare, at www.Michaels.com/backtoschool.

Just in time for back to school, Michaels introduces its new [Time to Shine](#) online lookbook, with magazine-style content and editorial layouts. The August issue features stylish DIY fashion designs, innovative classroom and dorm room ideas, school supply storage solutions and favorite product picks for back to school.

Students from kindergarten to college will find project ideas to keep them organized and on track throughout the year. Whether they're adding bling to a notebook or need space-saving solutions for dorm rooms, students will find dozens of products and ideas to show off their creativity and individuality.

Parents who want to tame the clutter and the whirlwind of student activities and events can find project ideas that include memo boards and supply organizers. Michaels is also a resource all year long with a vast array of products to help students create science boards, dioramas, posters and more that make the grade.

For teachers, Michaels.com offers ideas by grade level to help liven up lesson plans with unique classroom décor, class projects and student rewards. All teachers receive 15 percent off every day with their school IDs, and Michaels "[Buy the Bunch](#)" program allows them to order project supplies in bulk for the whole class.

"Back to school is a time for new beginnings and fresh ideas, and that's what our new lookbook is all about," said Michaels Vice President of Digital & Relationship Marketing, Anthony Price. "It has everything parents, students and teachers need to fire up their creativity and keep it going throughout the year."

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 1,070 Michaels stores in 49 states and Canada, and 136 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.

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