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MICHAELS HAS SUMMER SOLUTIONS FOR “MOM, I’M BORED!”

The Knack® Passport to Imagination offers creative, low-cost activities for kids

(IRVING, Texas) — Boredom can be a parent’s biggest summer challenge, but [Michaels](#), North America’s largest arts and crafts specialty retailer, has ideas for keeping kids happy and busy with in-store and at-home activities that won’t break the bank.

Michaels’ creative club, [The Knack](#), presents Passport to Imagination, a program that provides fun events and creative project ideas to transport kids’ imaginations around the world. Children will learn about national flags, local customs and the unique native animals of 18 countries.

In-store events will take place in all U.S. stores from June 19 - July 28 and in Canadian stores July 1 - 31. A complete schedule, including project details and interactive games, is available at [Michaels.com/passport](#).

“Fun, creative projects offer kids and parents a welcome break from TV and video games on those long summer days,” said Michaels Chief Marketing Officer Paula Puleo. “Not only are the projects and events entertaining, they are also educational and fun for the whole family.”

Passport to Imagination’s “travel itinerary” features stops in Asia, Africa, Australia, Europe, South America, North America and the North Pole. Projects by country include Koi Fish Kite (Japan), Terra Cotta Lynx (Poland), Rain Stick (Madagascar) and Alpaca Puppet (Chile).

The Knack is a creative club that encourages child development through imagination, originality and fun, and helps kids build their self-esteem by allowing them to share their creativity. The Knack also offers parents creative project ideas and inspiration via email, providing an opportunity for families to grow and develop together.

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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