

# Michaels® Helps Wrap Up the Holidays

## Arts & crafts retailer offers easy gift wrap tips and \$1 stocking stuffers

IRVING, Texas, Dec. 16, 2010 /PRNewswire/ -- Holiday stress is at its peak the week before the holidays. For time starved consumers, Michaels, North America's largest arts and crafts specialty retailer, helps customers wrap up the holidays with gift packaging tips, last minute gifts and affordable stocking stuffers.

Michaels provides the top four easy gift packaging tips to give a professional-looking and thoughtful touch to last minute gifts that make any gift recipient feel valued:

- For a classic holiday package, use any color or pattern of paper to simply add a holiday floral pick for a splash of seasonal color.
- Holiday candies, cookies and other treats make delightful gifts in colored, holiday patterned or glittered Chinese delivery-style box tins in green, gold, red, silver or blue.
- Personalize a gift bag with metallic paint pens, stickers, floral glitter and stamps. Add a picture frame ornament instead of a gift
- Gift cards, one of the season's most popular gifts, are more personal when packaged in a personalized, handmade gift card holder. Project online at [www.michaels.com](http://www.michaels.com).

"Personalized, special touches are what make the holiday season magical, and they are easy to do without taking a lot of valuable time," said Michaels Chief Marketing Officer Paula Puleo.

"Michaels.com has easy tips and techniques for wrapping gifts and affordable stocking stuffers that will delight family and friends."

Michaels features a large selection of affordable stocking stuffers that start at \$1 for kids and adults, including holiday-themed soaps, playing cards, puzzles, games, scented candles, novelty socks, note cards, toys, pens, stamps, stickers, crayons, and much more. Michaels gift cards, as well as branded gift cards from Gift Card Mall, can be tucked into a stocking or mailed in a holiday greeting card to loved ones far away.

Last minute kids' gifts under \$10 include the Creatology™ 80-Piece OR 100-Piece Art Set, 3-IN-1 Jewelry Designer Activity Kit, Knifty Knitter and Knit Quick or Creatology™ Rock Tumbler to help keep kids busy through the long winter break.

### About Michaels

Irving, Texas-based Michaels Stores, Inc. is North America's largest specialty retailer of arts, crafts, framing, floral, wall decor, and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates more than 1,030 Michaels stores in 49 states and Canada, and over 140 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](http://www.Michaels.com).

Media Contact: Kristen Kauffman or Holly Scimeca

(817) 329-3257

[kristen@spmcommunications.com](mailto:kristen@spmcommunications.com)

[holly@spmcommunications.com](mailto:holly@spmcommunications.com)

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