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THE MICHAELS COMPANIES

# Kids Travel The Globe With Michaels' Passport To Imagination®

## Summer kids classes are the ticket to affordable fun, creativity and learning

IRVING, Texas, May 29, 2013 /PRNewswire/ -- This summer, kids can take a trip around the world without ever leaving their hometowns through Michaels' "Passport to Imagination," a seven-week series of in-store educational craft classes for children ages 5 and up.

To view the multimedia assets associated with this release, please click

<http://www.prnewswire.com/news-releases/kids-travel-the-globe-with-michaels-passport-to-imagination-209283181.html>

From June 17 through Aug. 2 in all U.S. stores, passengers join a worldwide voyage to learn about the seven continents and their cultures, wildlife and landmarks. Kid explorers will meet three times a week in their local Michaels classroom on Mondays, Wednesdays and Fridays for two hours, from 10 a.m.-noon, for only \$2 per session, supplies included. The first 50 travelers to climb aboard Passport to Imagination at each store will receive a free tote bag.

Explorers will work on two crafts at each session, including one to keep and one to swap with their friends. To continue the adventure at home, additional projects and activity instructions may be found on [Michaels.com/Passport](http://Michaels.com/Passport). Supplies to complete the at-home projects may be purchased at Michaels.

"Our Passport to Imagination program is a great solution for parents looking for fun, inexpensive and worthwhile activities for their children this summer," said Michaels Director of Local Marketing Chris Young. "The additional at-home projects offer parents more boredom-busting ideas they can share with their children to engage and teach them while expanding their creativity."

The crafting itinerary begins in North America before heading off to South America for week two. Week three transports explorers to Asia, then on to week four in Europe. Next stop is Africa for week five, then Down Under for week six in Australia before reaching the final week seven destination, Antarctica.

Projects from around the world include a clothespin moose (Canada), Liberty Bell (United States), textile weaving (Bolivia), yarn soccer goal (Argentina), koi fish (Japan), mask (Indonesia), dancing doll (Russia), origami tulips (Netherlands), mosaic (Tunisia), kente cloth (Ghana), aboriginal turtle (Australia) and pony bead penguin (Antarctica).

In addition to Passport to Imagination, [Michaels Kids Club classes](http://Michaels.com/kids) are held every Saturday at all U.S. and Canada stores in half-hour sessions from 10-11:30 a.m. for just \$2 per session. Classes highlight a different craft or skill each week. Michaels also offers [kids project ideas](http://Michaels.com/kids) online at [michaels.com/kids](http://michaels.com/kids), and can host fun arts and crafts [kids birthday parties](http://Michaels.com/kids) in stores.

### 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 1,105 Michaels stores in 49 states and Canada and 123 Aaron Brothers stores, and produces 11 exclusive private brands including

Recollections<sup>®</sup>, Studio Decor<sup>®</sup>, Bead Landing<sup>®</sup>, Creatology<sup>®</sup>, Ashland<sup>®</sup>, Celebrate It<sup>®</sup>, Art Minds<sup>®</sup>, Artist's Loft<sup>®</sup>, Craft Smart<sup>®</sup>, Loops & Threads<sup>®</sup> and Imagin8<sup>®</sup>. For more information visit [www.michaels.com](http://www.michaels.com) or [www.facebook.com/Michaels](https://www.facebook.com/Michaels) or follow Michaels on Twitter and Pinterest @MichaelsStores.

Media Contact: Allison Swank or Loren Rutledge

817-329-3257

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

#### **Related Links**

[Michaels.com](http://Michaels.com)

[Michaels Passport to Imagination](#)

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