

# Michaels Is Helping Makers Reimagine Halloween Traditions with DIY Hacks

*Arts and Crafts Retailer Shares Creative Tricks and Treats to Help Americans Celebrate Safely*

IRVING, Texas--(BUSINESS WIRE)-- Halloween is just around the corner, and while more than half of Americans celebrate<sup>1</sup>, things will certainly look different this year. A recent survey by The Michaels Companies, Inc. (NASDAQ: MIK), North America's largest arts and crafts retailer, revealed that 62% of their customers plan to honor the holiday, but will be doing things differently than in year's past. Michaels is unveiling its very own list of Halloween Hacks, offering Americans new and unique ways to celebrate the holiday.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20201008005224/en/>



Trick or Treat Tree (Photo: Business Wire)

creative community to develop innovative DIY projects that encourage safe yet fun ways to celebrate.”

Michaels has enlisted four Makers to create projects that reimagine Halloween traditions, like trick-or-treating or Halloween parties, that adhere to safety guidelines in place as a result of the global pandemic. The Hacks were created based on the insights that nearly one-third (31%) of families are hoping to create a sense of normalcy through Halloween celebrations, while others (23%) are hoping to use the holiday as a creative outlet.

## Halloween Hacks

“We know that Halloween is a key season for so many of our customers, and with some states already restricting trick-or-treating and events, we want to show people how they can salvage the season,” says Ron Stoupa, Senior Vice President of Marketing. “We saw Halloween as the perfect opportunity to help our makers get creative. As the destination for Halloween supplies and décor, it only made sense for us to partner with the

### **No Contact Trick-or-Treat & Photo Booth, by Jennifer Houghton of Turtle Creek Lane**

Missing making memories at your favorite local haunted house? Bring spooky vibes to your neighborhood by decorating the porch and creating a socially-distanced photo opp and contactless trick-or-treat with Halloween props. “Choose a decor theme and head to your nearest Michaels to grab your supplies. [Hay bales](#), [Halloween-themed garlands](#) and [craft-pumpkins](#) really helped create the perfect photo opp,” says Houghton. “Set-up takeaway goodie bags for people to grab after they take a photo to create an entirely contactless trick-or-treat experience.”

### **Halloween Tree Trick-or-Treating, by Jennifer Perkins**

Still hoping to offer treats to your community on Halloween? Decorate a Halloween tree – similar to a Christmas tree, but featuring Halloween colors and decorations. Leave the tree out, adorned with mini grab bags of candies, to encourage a socially distanced trick-or-treat. “Halloween is not cancelled! Similar to how Michaels gives their customers curbside delivery, give trick-or-treaters the same experience with a Halloween Tree, full of treats,” says Perkins. “Start with a [black pencil tree](#), get creative with [decorations](#), fill the tree with [treat bags](#) full of candy and leave a sign to guide your guests.”

### **Bake-or-Treating, by Angela Chung of Moments of Sugar**

Has trick-or-treating been cancelled in your city? This Halloween Mint Chocolate Bark has you covered. On Halloween night, get everyone dressed-up into costume, but instead of heading out, stay in for a night of family fun. “Baking together is such a great way to bond, and in the end, you and the kids will still get to enjoy a sugar rush. The best part about this bark is being able to customize it with different toppings, like [eyeballs](#) or [Halloween sprinkles](#),” says Chung.

### **Virtual or Safe In-Real-Life Halloween Parties, by Malisa Dulongphant from Creative Amme**

Missing the office dress-up or your favorite annual Halloween party? Recreate the celebrations with a festive Zoom background to spook your colleagues or host an intimate get-together with over-the-top décor. “First, pick a theme and decorate your space accordingly. I personally love figurines like [spooky cats](#),” says Dulongphant. “If doing an in-real-life, small get-together, consider DIYing face masks and leaving out a sanitizer station for guests upon arrival, decked out with [Halloween decor](#). I recommend adding customized directional signage to tell your guests what to do which you can make with a [cricut machine](#).”

All Halloween Hack projects can be found [here](#). Additionally, Michaels is hosting an online [Monster Bash](#) on 10/31/20 at 12pm CST. Join online for a two-hour event full of spooky fun projects. The online event will start with making a Monster Frame, then Clothespin Characters, and end with the Monster Slime. For more Halloween inspiration, projects, products and more visit [www.Michaels.com](http://www.Michaels.com).

<sup>1</sup>Morning Consult Polling, September 2020

### **About The Michaels Companies, Inc.:**

The Michaels Companies, Inc. is North America's largest specialty provider of arts, crafts, framing, floral, wall décor, and seasonal merchandise for Makers and do-it-yourself home decorators. The Company operates more than 1,275 Michaels stores in 49 states and Canada. Additionally, the Company serves customers through digital platforms including Michaels.com and Canada.michaels.com. The Michaels Companies, Inc., also owns Artistree, a manufacturer of high-quality custom and specialty framing merchandise. For a list of store locations or to shop online, visit [www.michaels.com](http://www.michaels.com) or download the Michaels app.

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