

October 20, 2026



Michael's® and Hallmark Bring the Screen-Free Spirit of Hallmark's Holiday Unplugged to Life With Season-Long Partnership

The collaboration marks Michaels' first partnership with Hallmark on an original holiday movie and brings the film's theme of connection and creativity to life through in-store experiences, on-demand projects, and exclusive products

- Michaels will make its Hallmark movie debut in *Holiday Unplugged*, an original holiday film centered on a family rediscovering the joy of putting down their screens, crafting together and making holiday memories.
- Beginning Nov. 1, Michaels will bring the film's themes to life through Hallmark-inspired activities, in-store creative experiences and on-demand projects.
- A curated assortment of Hallmark holiday products, from festive baking and entertaining pieces to seasonal décor and plush, will be available exclusively at Michaels stores and online.

IRVING, Texas, Oct. 20, 2026 /PRNewswire/ -- [Michael's](#) is fueling the joy of creativity and celebration this holiday season through a new partnership with Hallmark. At the heart of the collaboration is *Holiday Unplugged*, an original Hallmark holiday movie premiering Nov. 7 on Hallmark Channel and the next day on Hallmark+, which marks Michaels' first time partnering with Hallmark on a holiday film. Beyond the screen, the partnership extends into Michaels stores and homes through Hallmark-inspired creative experiences, on-demand projects, and an exclusive holiday collection.

"Hallmark has an incredible ability to capture the traditions, togetherness and sense of magic people associate with the holidays," said Heather Bennett, President & Chief Customer Officer at Michaels. "At Michaels, we believe creativity has the power to make those moments even more personal — whether it's making a handmade gift, decorating for the season or starting a new tradition. This partnership brings two brands together around something we know our customers value: creating meaningful moments with the people they love."

Creativity and Connection Take Center Stage in *Holiday Unplugged*

In a season often defined by busy schedules and digital distractions, *Holiday Unplugged* taps into a growing cultural movement toward stepping away from screens and reconnecting through hands-on experiences and holiday traditions.

Through its Hallmark movie debut, Michaels is tapping into that movement by celebrating the role creativity can play in bringing people together, from crafting side by side to adding a

personal touch to holiday traditions.

"The holidays are about slowing down, being present and creating meaningful moments with the people we love. That sense of connection is at the heart of Holiday Unplugged, which made Michaels a natural partner to help bring the story beyond the screen and inspire people to connect, create, and make lasting memories together," said Chris Ward, Senior Vice President of Ad Sales at Hallmark Media.

Hallmark Holiday Magic Comes to Michaels Stores

With eight in 10 parents (80%) seeking screen-free, hands-on holiday activities, according to new research from Michaels and Morning Consult, Michaels will bring Hallmark-inspired creativity to stores throughout November and December. Customers will have opportunities to make personalized holiday décor, handmade gifts and festive keepsakes. The lineup includes:

- **Nov. 1 | Hand-Stitched Card (1–3 p.m.):** Use yarn and foam to create a textured, embroidered holiday greeting card.
- **Nov. 7 | Michaels x Hallmark Holiday Workshop:** This special event features two projects designed by Hallmark: dimensional paper ornaments inspired by Hallmark's archives (10 a.m.–noon) and custom holiday cards made using paint-scraping techniques (1–3 p.m.). Hallmark artists will also make special appearances at two locations:
 - **Lenexa, Kansas:** 9644 Quivira Rd., Lenexa, KS 66215
 - **New York City:** 675 Ave. of the Americas, New York, NY 10010
- **Nov. 8 | Holiday Ornament (1–3 p.m.):** Make an ornament with foam and pom-poms or design a personalized holiday decoration.
- **Nov. 14 | Kids Club: Air-Dry Clay Figurines (10 a.m.–noon):** Sculpt a custom holiday figurine from air-dry clay.
- **Nov. 15 | Cookie Cutter Clay Ornaments (1–3 p.m.):** Create clay ornaments using cookie cutters, paint and foliage for added texture.
- **Dec. 6 | Hand-Knit Yarn Muff (1–3 p.m.):** Learn to hand-knit a project and get ideas for handmade gifts.
- **Dec. 12 | Kids Club: Painted Wood Ornaments (10 a.m.–noon):** Personalize wooden ornaments with paint.
- **Dec. 13 | Holiday Junk Journal (1–3 p.m.):** Create a holiday keepsake to document and personalize seasonal memories.
- **Dec. 19 | Kids Club: Cookie Decorating (10 a.m.–noon):** Decorate cookies with festive designs using provided supplies.

Customers can also explore on-demand Hallmark content at [Michaels.com/classes](https://www.michaels.com/classes), including a calligraphy class and additional holiday projects.

Bring the Hallmark Holiday Home

A curated selection of Hallmark holiday favorites will be available exclusively at Michaels stores and online, featuring festive baking and entertaining pieces, seasonal décor, plush and more. The assortment gives fans more ways to bring Hallmark-inspired touches to holiday gatherings, gifting and traditions.

For more information on the Hallmark x Michaels partnership, including products and creative experiences, visit <https://www.michaels.com/lp/hallmark>.

About The Michaels Companies, Inc.

At The Michaels Companies Inc., our purpose is to fuel the joy of creativity and celebration. As the leading destination for creating and celebrating in North America, we operate over 1,300 stores in 49 states and Canada and online at [Michaels.com](https://www.michaels.com) and [Michaels.ca](https://www.michaels.ca). The Michaels Companies, Inc. also owns Artistree, a manufacturer of custom and specialty framing merchandise. Founded in 1973 and headquartered in Irving, Texas, Michaels is the best place for all things creative. For more information, please visit www.michaels.com.

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