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THE MICHAELS COMPANIES

Michaels Challenges Customers To "Trick Your Pumpkin"

Halloween Instagram sweepstakes kicks off with annual in store Great Pumpkin event on Oct. 4

IRVING, Texas, Oct. 3, 2014 /PRNewswire/ -- [Michaels](#) (Nasdaq: MIK), North America's leading arts and crafts store, will kick off the Halloween season with its annual in store [Great Pumpkin Event](#) and the launch of its "Trick Your Pumpkin" sweepstakes on Saturday, Oct. 4.



Every Friday Oct. 10 - 31, Michaels will award a \$250 Michaels gift card and gift basket of Plaid® products to a randomly selected customer who creates a pumpkin craft. To enter, customers can simply post a photo of their pumpkin on Instagram with #TrickYourPumpkin and #sweepstakes, or at www.michaels.com/trickyourpumpkin, starting Oct. 4.

"With our Trick Your Pumpkin sweepstakes, we're looking for imaginative designs that take Halloween pumpkins to a new level," said Michaels Vice President – Digital and Media Marketing Anthony Price. "Our customers never fail to amaze and impress us with their creativity and skills, and those who need a little inspiration to get started can find all kinds of ideas on [Michaels.com](#)."

Top pumpkin entries will be highlighted on Michaels' social pages. Customers also can embellish their pumpkins from noon to 3 p.m. on Oct. 4 during the Great Pumpkin Event at all U.S. Michaels stores. With the purchase of a 9-inch Celebrate It® craft pumpkin for \$6, customers get to use free supplies and tools to decorate it right in the Michaels craft room.

Official rules for the Trick Your Pumpkin sweepstakes are at www.michaels.com/pumpkinrules.

About The Michaels Companies, Inc.

The Michaels Companies, Inc. (Nasdaq: MIK), is North America's largest specialty retailer of arts and crafts. As of August 2, 2014, the company owns and operates 1,147 Michaels stores in 49 U.S. states and Canada and 117 Aaron Brothers stores, and produces 11 exclusive private brands including Recollections®, Studio Decor®, Bead Landing®, Creatology®, Ashland®, Celebrate It®, ArtMinds®, Artist's Loft®, Craft Smart®, Loops & Threads® and Imagin8®. Visit www.michaels.com for additional information.

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