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Your One-Stop Party Shop: Michaels Launches New Celebration Offerings and In-Store Events

From expanded balloons and party supplies to new in-store event options, Michaels is the destination for everything to celebrate anything

IRVING, Texas, April 15, 2025 /PRNewswire/ -- [Michaels](#), the best place for all things creative, today announced it is expanding offerings across balloons and party supplies as well as enhanced in-store experiences for birthday parties and private events, giving customers even more ways to celebrate special moments and get everything they need in one place.



New Balloon Offerings:

Michaels has everything needed to create unforgettable balloon decorations and gifts for any occasion— from classic latex and shimmering mylar balloons in playful shapes to life size characters, pre-made kits for banners and garland, as well as all the accessories to complete a display such as weights stands, ribbon, and helium tanks for at-home arrangements. Since the start of the year, balloon searches on Michaels.com have surged 150%. To meet this rising demand, the retailer is introducing several new additions:

- **Expanded Assortment:** Michaels has started rolling out over 300 new balloon options, including unique choices such as [Pretty Pink Bow](#), [Disco Western Hat](#), [Iridescent Cherries](#), [Lipstick Tube](#), and [Ice Cream](#). Additionally, Michaels will be expanding its kids' licensed balloons and animated characters.
- **Premade Balloon Bouquets:** Michaels is offering pre-made, grab-and-go bouquets, including graduation arrangements, that allow customers to instantly elevate any gift or décor.
- **In-Store Pickup & Delivery:** Balloons can also be purchased online and picked up in store so customers can get to celebrating even faster. Customers can also continue to order balloons on Instacart and DoorDash.

Party Supply Expansion:

Michaels continues to be the go-to destination for party supplies and decorations for celebratory moments – from graduations and birthday bashes to festive holiday gatherings. In fact, since the beginning of the year, searches for party supplies on Michaels.com are up 155%. As a result, stores and online will be expanding its selection of party supplies by 200% beginning in August, adding over 500 total new products across paper party, accessories and décor.

In-Store Event Enhancements:

Michaels has continued to see strong momentum around in-store Birthday Parties and private events as shoppers explore crafting as a means of connection, as highlighted in Michaels' recent [Creativity Trend Report](#).

- **New Birthday Party Themes:** Michaels in-store Birthday Parties help families create fun and memorable experiences without the stress of planning. After hosting nearly 5,000 parties and serving 42,000 kids across the U.S. and Canada in 2024, Michaels is releasing new seasonal themes for spring and summer that are already available online for customers to book, with options for both younger and older kids.
- **Expanded Party Add-Ons:** To help parents further customize their child's birthday celebration, customers can now add balloon bouquets in various sizes, beginning at just \$25, and/or select from other add-ons including goody bags, slime, and pizza/drinks.
- **Reimagined Events:** Michaels is revamping in-store events for both kids and adults, offering the creative community more ways to engage with one another and get inspired in stores.
 - **MakeBreaks:** Taking place once a month, MakeBreaks allow customers to gather in-store and create a project from start to finish for just \$10.
 - **Private Events:** Customers can book a dedicated space at Michaels stores to host private gatherings where they receive all of the supplies they need for group crafting projects such as paint pouring, self-care crafting, knitting, and plushie making.
 - **Safari Saturdays:** Michaels will host "Safari Saturdays" for kids ages 6+ every Saturday throughout the month of July. For just \$10, parents can enjoy worry-free shopping while their kids craft and express their creativity.

"As the destination for creating and celebrating in communities across North America, Michaels is committed to helping our customers create unforgettable celebrations for life's most precious moments and milestones," said Stacey Shively, Chief Merchandising Officer

at Michaels. "With the expansion of our balloon offerings and party supplies, along with enhanced in-store events and personalized birthday party add-ons, we're making it easier than ever for families and friends to come together, celebrate, and express their creativity."

Customers can book a private event or birthday party at <https://www.michaels.com/parties>, sign up for MakeBreaks or Safari Saturdays at <https://www.michaels.com/classes>, or shop the extensive selection of party supplies in-stores or online for upcoming celebrations.

About The Michaels Companies, Inc.

At The Michaels Companies Inc, our purpose is to fuel the joy of creativity. As the leading creative destination 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, and [MakerPlace by Michaels](https://www.makerplaceby.com), a dedicated handmade goods marketplace. 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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The Michaels logo is written in a large, red, cursive script font. The word "Michaels" is written in a fluid, handwritten style with a small registered trademark symbol (®) at the end.

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