

Michaels Makes It Easier to Go Screen-Free This Holiday Season with Top 25 Creative Gifts for Kids

Retailer offering thousands of gift ideas that ship for free and arrive in time for Christmas

IRVING, Texas--(BUSINESS WIRE)-- The Michaels Companies, Inc. (NASDAQ: MIK), North America's largest arts and crafts specialty retailer, has unwrapped its Top 25 Creative Gifts for the 2017 Holiday season. The list of must-have presents for makers of all ages was designed to bring screen-free family fun to recipients.

"During the holidays, we see more parents wanting to unplug, engage, and create lasting memories with their kids - whether they're making handwritten holiday cards, creating DIY art, or baking together. We're proud to offer such an extensive assortment of screen-free options for the whole family, at great prices," said Idalia Farrajota, senior vice president of merchandising and trends for Michaels.

SANTA APPROVED GIFTS:

For everyone on your list, Michaels reinforces its commitment to providing affordable hands-on activities - from novice makers, fine artists, fashionistas and more with a dazzling array of additional gifts in-store and online. With prices ranging from \$5.00 to \$79.99, the top kids gifting options, detailed below, range from creative stocking stuffers to alluring main-event gifts.

Michaels is the one stop shop for anyone seeking extraordinary gifts that are sure to make kids want to unplug. For the young maker creative gifts include a [Pottery Cool Studio Kit](#), [Build-a-Bear Workshop Stuffing Station](#), [Gemmies](#), and more. The young artist on the nice list will enjoy a [70-piece Creatology Art Set](#), [48 piece Pencil Party Pack](#), an [artist bin](#) or their own [wooden floor easel](#). Creative kids will let their imagination run wild with gifts such as [Magic Chef Set](#), [Orb Molecules](#), [magic set](#), and [hatchimals](#). Finally, if you're shopping for a future scientist, Michaels has them covered with options that include [slime kits](#), [perfume maker](#), and [Discovery Kids Science kits](#).

Among the many incentives to shop Michaels.com, the retailer is offering free shipping on thousands of gift ideas. Entire orders made by December 14th, that include a qualifying gift purchase, will ship free and be delivered in time for Christmas. Gift options include product from baking, decor, frames, papercrafting, and more.

MOBILE SHOPPING MADE EASY:

With the mobile app, customers can access the latest deals, find project and gift ideas, as well as leverage a new way finding tool - a quick and easy way to located items both within a specific store and check inventory at a nearby location. In addition to shopping, app users can opt-in to receive push alerts and be among the first to know about the holiday sales and promotions.

To learn more about our assortment of creative gifts, find holiday projects ideas, view decor inspiration or more, please visit www.michaels.com.

About The Michaels Companies, Inc.

A Fortune 500® Company, The Michaels Companies, Inc. is North America's largest specialty provider of arts, crafts, framing, floral, wall décor, and seasonal merchandise for the hobbyist and do-it-yourself home decorator.

As of July 29, 2017, the Company owned and operated 1,366 stores in 49 states and Canada under the brands Michaels, Aaron Brothers, and Pat Catan's. The Michaels Companies, Inc., also owns Artistree, a manufacturer of high quality custom and specialty framing merchandise, and Darice, a premier wholesale distributor in the craft, gift and decor industry. The Michaels Companies, Inc. produces a number of private brands including Recollections®, Studio Decor®, Bead Landing®, Creatology®, Ashland®, Celebrate It®, ArtMinds®, Artist's Loft®, Craft Smart®, Loops & Threads®, Make Market®, Foamies®, LockerLookz®, Imagin8®, and Sticky Sticks®. Learn more about Michaels at www.michaels.com.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20171208005241/en/>

VP+C, for The Michaels Companies, Inc.

Meghan Dockendorf, 212-966-3759

MeghanD@vpcpartners.com

or

Melodie Mendez, 212-966-3759

MelodieM@vpcpartners.com

Source: The Michaels Companies, Inc.