

Hop Into Spring With Michaels Easter Eggs-travaganza on March 26

Company hosts nationwide Easter scavenger hunt, children's parade and seasonal craft event for families

IRVING, Texas, March 21, 2016 (GLOBE NEWSWIRE) -- Get ready for [Michaels](#) Easter Eggs-travaganza! Spring has sprung at North America's largest arts and crafts specialty retailer, who is helping customers get excited for the Easter holiday by providing craft inspiration and fun in-store events from 9 a.m. to 1 p.m. on Saturday, March 26.

Michaels will host its first ever, store-wide Easter scavenger hunt, along with enjoyable holiday activities including face painting, an Easter Parade and more. Starting at 9 a.m. until 1 p.m., customers 18 and over are invited to visit any of Michaels almost 1,200 store locations in the United States and Canada (excluding Quebec) to hunt for an exciting Easter savings coupon to use that day. On the same day, Michaels will host an Easter Parade for kids every half hour between 10 a.m. and 12 p.m. The parades will coincide with Michaels Kids' Club, giving families the opportunity to create fun, Easter projects together like [Plastic Easter Egg Bunnies](#).

"Easter is such a wonderful time to show off your ideas and creativity – whether it's through unique baskets, creative egg dying and decorations, or making items for your best Easter egg hunt at home," said Michaels Senior Vice President of Merchandising, Idalia Farrajota. "We can't wait to celebrate the holiday with guests of all ages and hope our event will be attended by all who are inspired by the season, as well as fun projects that can be created with Michaels."

In conjunction with Michaels' in-store events, customers can get ready for the Easter season by exploring the hundreds of different [projects and ideas](#) available online at www.michaels.com. Featured concepts include all the easy tips and techniques for creating unique handmade Easter eggs and decorations, the perfect Easter basket, holiday gifts and spring crafts that kids of all ages will love. More Easter décor and step-by-step tutorials can be found on [YouTube](#) and Michaels' social media channels, including how to decorate your table for the holiday, Easter themed cake pops and an Easter Tulle Wreath. Guests are also invited to join in the conversation and share photos @Michaels #spottedwithmichaels.

About The Michaels Companies, Inc.

The Michaels Companies, Inc. (Nasdaq:MIK) 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 February 27, 2016, the Company owned and operated more than 1,340 stores in 49 states and Canada. Stores operate 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 gift and decor industry. The Michaels Companies, Inc. also produces a number of exclusive private brands including Recollections®, Studio Decor™, Bead Landing®, Creatology®, Ashland®, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart® and Loops & Threads®. Learn more about Michaels at www.michaels.com.

Media Contact:

Jessica Liddell/Kristina Jorge, ICR

203-682-8200

Michaels@icrinc.com



Source: Michaels Stores Inc.