

# Michaels Kicks Off Second Annual Art Challenge

## Calling for submissions from both experienced and aspiring artists to win grand prize trip to London

IRVING, Texas, May 31, 2016 (GLOBE NEWSWIRE) -- North America's largest arts and crafts specialty retailer, Michaels, is partnering with Windsor & Newton and Liquitex Professional, to present the second annual Art Challenge – a fine art competition designed to cultivate creativity among both serious and aspiring artists.

“At Michaels, we are always looking for ways to recognize our customers’ talents and showcase creativity, and the Art Challenge allows us to do both simultaneously,” said Rich Gartman, Michaels Vice President Merchandising – Art Supplies. “With nearly 11,000 submissions in 2015, we hope to see the number of participating artists grow as they seek to expand their reach and challenge themselves creatively.”

“Our partnership with Michaels allows us to connect with both experienced and novice artists to help them progress and evolve in their art careers,” said Jeannie Bread, North American Liquitex Brand Director. “The Art Challenge as a whole helps artists to explore their craft and grow, which ultimately is the primary mission of our business.”

Artists can submit original artwork in oil or acrylic paint on canvas, watercolor on watercolor paper and fine art markers and acrylic paint markers on paper and canvas. Entries must be submitted to Michaels from May 31 through June 19 at [www.michaels.com/artchallenge](http://www.michaels.com/artchallenge), or in Canada at [www.canada.michaels.com/artchallenge](http://www.canada.michaels.com/artchallenge). Entries can be pre-existing pieces of art, so long as they have not been submitted to other contests, and should be no larger than 48” by 60” and no smaller than 8” by 10”.

All submissions will be reviewed by a panel of art experts with notable recognition in the fine art community. Judges include diversified professional artists, educators and authors representing all mediums including watercolor, oil, acrylic, drawing and illustration. The panel will select 10 semi-finalists based on each submission’s creativity, technique, subject usage and individuality. From this group of nominees, a public vote will determine three runners-up and the winner. Voting will take place from July 5 – 19, with a winner slated to be announced on July 27.

The grand prize winner will receive a trip to work alongside professional artists at prominent London art studio, [Griffin Gallery](http://GriffinGallery.com), and will visit several art-related venues. The winner will also receive a \$1,000 American Express gift card and a \$1,000 Michaels gift card to further develop their craft.

The three runners-up will receive both a \$500 American Express gift card and a \$500 Michaels gift card, and the six other semi-finalists will receive both a \$100 American Express gift card and a \$100 Michaels gift card.

For more information and complete contest rules, please visit [www.michaels.com/artchallenge](http://www.michaels.com/artchallenge).

**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](http://www.michaels.com).

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Source: Michaels Stores Inc.