

Michaels Hosts Third Annual Book Drive To Benefit Boys & Girls Clubs In The U.S. And Canada

Arts and crafts retailer will collect books in stores March 21-April 19

IRVING, Texas, March 11, 2014 /PRNewswire/ -- [Michaels](#), North America's largest arts and crafts specialty retailer, hopes to collect 1 million books during its annual monthlong book drive benefiting [Boys & Girls Clubs in the U.S. and Canada](#) March 21-April 19.



Stores will have \$1 classics such as "Adventures of Tom Sawyer," "The Call of the Wild," "Little Women" and "Black Beauty" available for purchase that customers can donate. Customers can also drop off gently used books at any U.S. Michaels location.

"Books open new worlds for readers, and, as a top destination for kids' creative and educational supplies, we want to help bring that opportunity to young people who are served by Boys & Girls Clubs of America," said Michaels Executive Vice President - Merchandising Philo Pappas. "We hope our customers will join us in our efforts to donate a million books to these worthy recipients."

This is the third year for the book drive and last year the retailer donated more than 640,000 books. New York Yankees pitcher [CC Sabathia](#), a Boys & Girls Clubs of America Hall of Fame member, and his wife Amber will serve as the faces of the campaign and support the drive by encouraging Michaels customers to participate.

"Boys & Girls Clubs had a profound effect on my life, and I am happy to go to bat for Michaels' book drive to benefit the kids," said Sabathia. "I hope customers will help Michaels hit this effort out of the park."

More information on where to donate is available [here](#).

About Michaels

Irving, Texas-based Michaels Stores, Inc., is North America's largest specialty retailer of arts, crafts, framing, floral, wall decor and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates more than 1,135 Michaels stores in 49 states and Canada and 122 Aaron Brothers stores, and produces 11 exclusive private brands including Recollections[®], Studio Decor[®], Bead Landing[®], Creatology[®], Ashland[®], Celebrate It[®], Art Minds[®], Artist's Loft[®], Craft Smart[®], Loops & Threads[®] and Imagin8[®]. For more information visit www.michaels.com or www.facebook.com/Michaels or follow Michaels on [Twitter](#), [Pinterest](#) and [Instagram](#) @MichaelsStores.

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