

May 4, 2020

THE MICHAELS COMPANIES

# Michaels is Calling All #differencemakers

*This May, Michaels is Celebrating and Recognizing Those Using Creativity to Give Back*

IRVING, Texas--(BUSINESS WIRE)-- The Michaels Companies, Inc., (NASDAQ: MIK) the largest arts and crafts retail chain in North America, is launching a month-long initiative to recognize consumers who are crafting, constructing and creating for the greater good during COVID-19.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20200504005545/en/>



Wendy Morell, Florida: Sewing alongside over 100 volunteers, she has been creating cloth masks for healthcare workers (Photo: Business Wire)

After seeing posts and stories of hundreds of Americans using their creativity to give back, and learning that almost three quarters of their customer network were interested in making supplies to help, Michaels set-out to celebrate these makers and encourage others to join by sharing the stories of those who are giving back.

“At Michaels, we’re here for the makers. And in this time of need, we could not help but notice the amazing ways our maker community has been creating for the greater good,” says Ron Stoupa, Senior Vice President-Marketing, Michaels. “That’s why this May, Michaels is asking Americans to nominate a Difference Maker. We want to shine light on their creativity during this global pandemic and inspire others to do the same.”

In addition to celebrating difference makers nationwide, Michaels has donated \$1 million worth of fabric— enough to make nearly 750,000 masks—to more than 70 organizations. The company also rolled out contactless curb side pick-up and same-day delivery services to protect customers and team members during this crisis.

To kick-off the #differencemakers initiative, Michaels identified five inspiring creators and

featured them as the starring talent in the [campaign launch video](#):

- Wendy Morell, Florida: Sewing alongside over 100 volunteers, she has been creating cloth masks for healthcare workers
- Trista Kutcher, South Carolina: Making front line workers’ days more comfortable with headbands that minimize face rashes from masks
- Stacy Lazzara, Illinois: Using her artistic talent to draw awe-inspiring chalk art to brighten

people's days

- The Collier family, Ohio: Making and shipping thousands of ear guards to 12 different states
- Charley Infante, Texas: Creating colorful balloon displays on her front lawn to spread joy to her neighborhood

"When I saw that the NCH Health Care System was asking people to help make masks for their local hospitals, I just knew I had to help," says Wendy Morell, Difference Maker and member of NGO, Marco Patriots. "I offered to take the lead on this mission because I already was sewing masks with my sister-in-law. Within 10 days we had 50 volunteers from the community lending a helping hand by sewing, ironing and delivering the masks, all while maintaining social distancing. The Marco Patriot Sewing Angel Team has now grown to over 100. We are so happy to be helping the local hospitals and are so honored to be recognized by Michaels as a Difference Maker."

Throughout May, anyone can nominate a Difference Maker by sharing their story on Facebook or Instagram and using the hashtag #difference makers as well as tagging @MichaelsStores, or by visiting [www.michaels.com/differencemakers](http://www.michaels.com/differencemakers).

### **About The Michaels Companies, Inc.:**

The Michaels Companies, Inc. is North America's largest specialty provider of arts, crafts, framing, floral, wall décor, and seasonal merchandise for Makers and do-it-yourself home decorators. The Company operates more than 1,200 Michaels stores in 49 states and Canada. Additionally, the Company serves customers through a variety of digital platforms including Michaels.com, consumercrafts.com and aaronbrothers.com. 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. For a list of store locations or to shop online, visit [www.michaels.com](http://www.michaels.com) or download the Michaels app.

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