November 10, 2026

/C O R R E C T I O N - The Michaels Companies, Inc./

In the news release, Michaels® Launches "Countdown to Craftsmas" Advent Calendar with 25 Days of Screen-Free Holiday Projects and a $10,000 Grand Prize, issued 10-Nov-2026 by The Michaels Companies, Inc. over PR Newswire, we are advised by the company that changes have been made. The complete, corrected release follows, with additional details at the end:

Michaels® Launches "Countdown to Craftsmas" Advent Calendar with 25 Days of Screen-Free Holiday Projects and a $10,000 Grand Prize

Black Friday deals start early, with up to 70% off through Cyber Week, plus a free calendar that makes hands-on creativity easy and affordable all season long

- Michaels' new Countdown to Craftsmas advent calendar will be handed out free at checkout in stores starting Black Friday, November 27, with just 500 per store. Each of its 25 doors reveals a holiday craft, styling tip, exclusive offer or in-store event, so families can create something together every day of December.
- Customers will have the chance to win big: one calendar in every Michaels store includes a $100 Michaels gift card, and one lucky customer will win a $10,000 grand prize.
- Michaels is offering up to 70% off storewide during its ten-day Black Friday event (November 20–29), followed by Cyber Week deals of up to 70% off (November 30–December 5), with its deepest discounts of the year on yarn, canvas, frames, artificial trees, ornaments and more, plus Mega Deals with standout low prices on holiday must-haves all season long.

IRVING, Texas, Nov. 10, 2026 /PRNewswire/ -- Michaels is making hands-on creativity easier and more affordable this holiday season with its new "Countdown to Craftsmas" advent calendar, which offers 25 days of screen-free projects for families and friends, alongside its biggest Black Friday and Cyber Week deals of the year. Together, they bring to life Michaels' purpose of fueling the joy of creativity and celebration, giving customers simple ways to create and celebrate all season long.



The calendar is built around what shoppers say they want this season. According to Michaels' 2026 State of the Holiday Season Report conducted with Morning Consult*, 80% of parents and 73% of Gen Z say they're seeking screen-free, hands-on holiday activities. Nearly eight in 10 consumers also say a $25 handmade gift means as much as or more than a $100 store-bought gift, showing that the most meaningful moments of the season don't have to cost more. With a new project, tip, offer or in-store event behind every door, the Countdown to Craftsmas gives families a reason to put down their screens and make something together every day of December.

"The best part of the holidays is the time spent creating together, and we want to make that easy for everyone," said Heather Bennett, President and Chief Customer Officer at Michaels. "Countdown to Craftsmas gives families a simple project to make together every day, and with our biggest deals of the year, it's more affordable than ever to make something meaningful for the people you love."

Introducing the Countdown to Craftsmas Advent Calendar: 25 Days of Creating Together

This year, Michaels is making every day leading up to Christmas a reason to create and celebrate. Starting Black Friday, November 27, Michaels stores will hand out free Countdown to Craftsmas advent calendars at checkout, but with just 500 per store, they won't last long. Each door is designed to be simple and approachable, so crafters of every age and skill level can join in, with QR codes linking to step-by-step tutorials.

From December 1–25, customers can open a new door each day to discover:

- **Screen-free projects:** Make something together with holiday crafts, friendship

bracelets, Creatology Color Your Own mugs and fun crafting challenges for family and friends.
- **In-store holiday experiences:** Create together at in-store events including cookie decorating, wooden ornament painting and holiday junk journaling.
- **Festive decorating and styling tips:** Discover creative ways to personalize Christmas trees, make hand-lettered gift tags and create statement-making holiday accessories, including iconic Christmas tree headbands.
- **Exclusive holiday savings:** Unlock special online and in-store offers on crafting favorites, including yarn, ribbon and strung beads, to keep the projects going.

Select calendars also hold special prize doors. One calendar in every Michaels store includes a $100 gift card, and one lucky customer will win a $10,000 grand prize. With only 500 calendars per store and the grand prize hidden inside one of them, shoppers will want to get there early on Black Friday. No purchase necessary; see official rules at www.michaels.com/lp/holiday-challenge-terms-conditions.

Black Friday and Cyber Week: Deals Up to 70% Off to Keep Creating

To keep the creativity going all season, Michaels is pairing the calendar with its biggest savings of the year: ten days of Black Friday deals (November 20–29), followed by Cyber Week (November 30–December 5), each with up to 70% off. The savings make it easier to stock up on supplies for handmade gifts, holiday decorating and family projects. And for shoppers ready to deck the halls early, artificial Christmas trees hit Black Friday prices starting November 11, with select styles up to 70% off.

The timing fits how people are planning. Michaels' State of the Holiday Season Report found that more than one-third of those who celebrate begin purchasing gifts before November, and more than a quarter start crafting handmade gifts early to help ease December stress.

Standout offers include:

- **Yarn:** Buy one, get one 50% off all yarn during Black Friday, then 35% off all yarn during Cyber Week.
- **Fine Art and Canvas:** Buy one, get one 50% off fine art marker, pen and pencil sets and buy one, get two free back-stapled and gallery wrapped canvas each during Black Friday, plus 70% off canvas during Cyber Week.
- **Ribbon and Bows:** Buy one, get three free bows and ribbons during Black Friday, and 65% off Christmas ribbon during Cyber Week.
- **Frames:** Buy one, get two free shadow boxes, display cases and tabletop frames during Black Friday, and up to 65% off frames during Cyber Week.
- **Artificial Christmas Trees:** Black Friday pricing starts early on November 11, with up to 70% off select pre-lit artificial trees, and 4-ft. trees as low as $20.
- **Holiday Decorations:** 60% off wreaths and garlands, and ornaments for $4 each during Black Friday.

During the final five days of Black Friday (November 25–29), shoppers can also find limited-time doorbusters on popular products, including Lexington rolling carts, Artist's Loft canvas packs, shatterproof ornaments and gift wrap. Michaels Rewards members can earn $15 when they spend $50 from November 20–29.

Mega Deals on Holiday Must-Haves

Beyond Black Friday and Cyber Week, Michaels' Mega Deals bring standout low prices on the seasonal essentials customers reach for year after year, making it easy to stock up and decorate for less throughout the holidays. From poinsettias and candles to greenery, pinecones and ornaments that can be turned into DIY wreaths, centerpieces and garlands, top Mega Deals include:

- **Ornaments:** 50% off select ornaments.
- **Candles:** 3 for $9.99 on Christmas Signature Scents jar candles by Ashland.
- **Poinsettias:** Christmas potted poinsettias starting at $2.99.
- **Greenery:** Christmas Value Bushes by Ashland for $1.99 each.
- **Pinecones:** Large scented Christmas pinecones for $3.99 each.

More Ways to Create and Save All Season

Value doesn't end with the holidays. Michaels Rewards is free to join and includes exclusive VIP discounts. Throughout the holiday season and beyond, Rewards members can earn up to 9% in Rewards on eligible purchases. Michaels Credit Card holders can also take advantage of special financing, including six months on purchases of $175 or more and 12 months on purchases of $349 or more.

Customers can shop the full lineup of Mega Deals, Black Friday and Cyber Week deals in stores and online. For more information, visit Michaels.com and Michaels.ca.

*Survey methodology: The 2026 Michaels State of the Holiday Season Report was fielded by Morning Consult Oct. 8–11, 2026, among a national sample of 2,502 U.S. adults, including 2,322 who plan to celebrate a holiday this season. Interviews were conducted online, and the data were weighted to approximate a target sample of U.S. adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of ±2 percentage points.

About The Michaels Companies, Inc.
At The Michaels Companies Inc., our purpose is to fuel the joy of creativity and celebration. As the leading destination for creating and celebrating in North America, we operate over 1,300 stores in 49 states and Canada and online at Michaels.com and Michaels.ca. The Michaels Companies, Inc. also owns Artistree, a manufacturer of custom and specialty framing merchandise. Founded in 1973 and headquartered in Irving, Texas, Michaels is the best place for all things creative. For more information, please visit www.michaels.com.

Media Contact
Kim Kornfeld
prcontact@michaels.com

Correction: The link in the 5th paragraph has been updated.

View original content to download multimedia:https://www.prnewswire.com/news-releases/michaels-launches-countdown-to-craftsmas-advent-calendar-with-25-days-of-screen-free-holiday-projects-and-a-10-000-grand-prize-302935458.html

SOURCE The Michaels Companies, Inc.