

Michaels and Sandra Lee Team Up for "Shortcut Chic" Holidays

Celebrity home style expert to share exclusive decor, entertaining and baking ideas with Michaels

IRVING, Texas, Sept. 3, 2013 /PRNewswire/ -- [Michaels Stores](#) and Emmy-winning home style expert and author [Sandra Lee](#) have partnered to offer Michaels customers simple, affordable new ideas for fall, Halloween and holiday entertaining.

(Logo: <https://photos.prnewswire.com/prnh/20130529/MM22067-a>)

With her trademark "Shortcut Chic" style, Sandra will demonstrate exclusive, on-trend decor, craft and baking projects for all skill levels, from novice to expert, in videos on Michaels.com.

Through December, [Michaels' Facebook](#) community will receive weekly "Shortcut Chic" tips from Sandra, including exciting, inexpensive project ideas with shopping lists, plus live webisodes that will stream on Cyber Monday. She'll also participate in monthly Twitter chats with gift card giveaways.

"Our customers are always looking for inspiration and new ideas. Sandra Lee's projects are big on style, yet simple to create on a budget," said Michaels Chief Marketing Officer Paula Puleo. "This partnership adds value for our customers, visitors to Michaels.com and our social channels, where our community members will enjoy Sandra's unique brand of easy, affordable new ways to make their seasonal entertaining more special."

The projects, designed exclusively for Michaels, will also be featured in Sandra Lee magazine, in Lee's monthly "In the Kitchen" column in TV Guide Magazine, on her "[Semi-Homemade](#)" website and on her Facebook page, Twitter feed and Pinterest board.

"My life's work has been sharing ideas for easy home and entertainment projects, and this partnership with Michaels will help inspire even more people," said Sandra Lee. "I'll offer ideas and shortcuts for homemade centerpieces, tablescapes, tasty treats and gifts that will help Michaels customers and fans create wonderful seasonal memories on any budget."

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 1,119 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.

About Sandra Lee

Acclaimed home and food expert Sandra Lee has revolutionized the term "homemade" as a popular Food Network host, editor-in-chief of Sandra Lee magazine, and best-selling author.

Sandra's trademark 70/30 Semi-Homemade philosophy translated to television with Food Network's "Semi-Homemade Cooking with Sandra Lee" and to the Internet with SemiHomemade.com. Sandra attended University of Wisconsin – La Crosse as well as Le Cordon Bleu; launched several lines of home, garden and craft products including Kurtain Kraft; worked with QVC; and produced a successful DIY home improvement series. With a commitment to service and charity, Sandra participates in numerous philanthropic organizations including Share Our Strength and UNICEF. Since 2002, Sandra has released 25 cookbooks as well as a memoir, "Made From Scratch" and her first novel, "The Recipe Box".

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