

Michaels Champions Kids Creativity with the Launch of a New Kids Microsite and In-Store Rebrand

Michaels to Create the Ultimate Destination for Screen-Free Fun Online and In-Store, Featuring the Best Toys, Activities, Supplies and Project Inspiration

IRVING, Texas--(BUSINESS WIRE)-- The Michaels Companies, Inc. (NASDAQ: MIK) today announced the launch of [MichaelsKids.com](https://www.michaelskids.com), a rebranding of its in-store kids presentation and an expanded assortment in store and online of creative toys and activities developed to help kids learn, grow, and discover screen-free fun they'll love. MichaelsKids will offer activity ideas, project inspiration and handy tools to make the shopping experience easy for parents.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180927005208/en/>



Michaels Creates the Ultimate Destination for Screen-Free Fun (Photo: Business Wire)

family-friendly,” said Chuck Rubin, Chairman and CEO. “At Michaels, our goal is to be the preferred omnichannel destination for creative play, and we’re committed to making it easy for parents to provide their kids with more mindful, screen-free fun.”

To celebrate, Michaels will host a kickoff event at locations nationwide on October 6, encouraging kids to put down devices for a few hours with a family-friendly scavenger hunt, toy giveaways and pumpkin decorating demonstrations. Customers will also enjoy a coupon good for 20% off their entire purchase, free Kids Club passes, and special savings on MichaelsKids.com. Michaels will continue to offer popular weekly activities for kids and families, including Make Break and Kids Club programs, programs in which more than one million kids have already participated this year.

In addition to thousands of [online](#) exclusives on MichaelsKids.com, visitors will be able to explore Michaels comprehensive in-store assortment, including top brands like Crayola, LEGO, Play-doh, Nerf, Barbie, Hot Wheels, and Orb. MichaelsKids.com offers activity kits, art, kids’ crafts, S.T.E.A.M and building toys, teacher and school supplies, games and

“One of the most powerful tools to inspire creativity is playtime, and we are proud to make it easier for customers to find toys, activities and supplies that are engaging and

puzzles, featuring a more focused shopping experience with features like “Shop by Age” to make finding the perfect activity easier. And, with free delivery on orders \$49 and up, a stress-free buy-online-pick-up-in-store option, the Michaels app’s Find It Fast in store feature, in-store and online coupons, and a price match guarantee, customers can get everything they need for playtime, school projects, slime making and more, in a snap and on-budget.

To learn more about Michaels Kids products, projects and programs, visit <http://www.michaelskids.com>.

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 owns and operates more than 1,200 stores in 49 states and Canada under the brands Michaels and Pat Catan’s. Additionally, the Company serves customers through 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 or download the Michaels app.

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