

HOTTEST KIDS TOY FOR HOLIDAY 2013 IS AT MICHAELS
Shelves are stocked with the must-have The Original Rainbow Loom®

(IRVING, Texas) – The [Rainbow Loom](#) trend is sweeping the nation, and the rubber band bracelet making kit is predicted to be the hottest kids toy of the 2013 holiday season. [Michaels](#), North America's largest arts and crafts retailer, is the only national craft store to carry the Original Rainbow Loom.

The Original Rainbow Loom has been featured on the "Today" show, on CNN Money, the Wall Street Journal, Family Circle, Access Hollywood Live and many more. With the loom, kids can create brightly colored rubber band bracelets, rings, earrings, key chains, hair accessories, ornaments, charms, pencil grips, backpack zipper pulls and much more.

"This is one of the hottest crafting trends we've seen in years. Kids just love The Original Rainbow Loom for making, wearing and sharing all kinds of creations – the sky's the limit," said Michaels Executive Vice President – Category Management Philo Pappas. "To help kids do even more, we've created how-to videos showing new patterns and techniques, and we're holding Rainbow Loom meetups in our stores so kids can learn hands-on with our craft experts."

Parents love the Rainbow Loom, too. Not only is it one of the season's most affordable must-haves, it's also good for kids' development.

"After watching kids of all different ages interact with the Rainbow Loom, I was amazed at how many goals can be addressed in one sitting – visual perceptual skills, problem-solving, finger dexterity, hand strength, coordination and more," said Jennifer Todd-Barnard, a pediatric occupational therapist. "But don't be mistaken – my daughters, ages 9-20 years old, all enjoy it and have made some pretty amazing creations themselves. It's hours of fun!"

Each Rainbow Loom comes with 600 latex-free rubber bands in a variety of colors, plus the Mini RB Loom®, a travel-sized version perfect for vacations or outings. Michaels also carries a large assortment of the colored band refills, storage cases and Rainbow Loom how-to books.

In addition to the [how-to videos](#) on Michaels.com, customers can photograph, tag and share their Rainbow Loom creations on social media using #MichaelsRainbowLoom and contact their local Michaels store for more information on [Rainbow Loom meetups](#).

About Michaels

Irving, Texas-based Michaels Stores, Inc. is North America's largest specialty retailer of arts, crafts, framing, floral, wall décor and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates more than 1,125 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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