

THE POWER OF THE RE-PIN Michael's® Pinterest boards reveal most popular DIY Valentine's Day projects

(IRVING, Texas) — [Michael's](#), the arts and crafts retailer known for inspiring creativity with thousands of DIY projects for all skill levels, is sharing the top crafts identified by its customers who re-pinned their favorite Valentine's project ideas found on [Michael's Pinterest boards](#).

Among visitors to Michael's Pinterest boards, the most popular Valentine's projects include [Valentine block letters](#), a [cupcake liner wreath](#) and a [Valentine's treat bag](#). Those projects have been re-pinned hundreds of times as customers look to the Michael's Pinterest page for inspiring ideas to surprise and delight their loved ones with a heartfelt, handcrafted Valentine's project.

"Michael's is all about inspiring creativity through our social media channels as well as in our stores," said Michael's Director of Digital and Social Marketing Robert Freeman. "We love that our customers are finding and sharing Valentine's inspiration on Michael's Pinterest boards and re-pinning their favorite craft ideas."

[Pinterest](#) is the second fastest growing site on the Web, according to comScore, and Michael's is putting the popular new social media site's "vision board" format to good use not only for Valentine's Day but for other craft projects as well. Michael's and its customers are sharing ideas for DIY gifts, cards, treat bags and decorations on its Pinterest boards, as well as on [Michael's.com](#), [Facebook](#), [YouTube](#), [Twitter](#) and through in-store events and classes in all 1,060+ stores.

In stores, Michael's will host several free and low-cost Valentine's events for adults and kids. For a complete schedule, go to [Michael's.com](#). Events include:

- **Feb. 5, 1-2 p.m.:** Valentine's Day Foam Mailbox making event where customers can create a fun mailbox for Valentine's Day goodies. Make-it take-it with the purchase of a foam or white craft mailbox. A free Kid's Valentine's Day Card making event follows from 2-3 p.m.
- **Feb. 11, 10 a.m.-noon:** Michael's provides the supplies for customers to create a Valentine's Day memory book with the purchase of a paper sack.
- **Feb. 12, 1-3 p.m.:** Customers can create unique gifts by personalizing frames with free supplies when they purchase Wood Curly-Q letters or frames.

Customers can find additional project ideas and inspiration for seasonal home décor, themed gift wrap ideas and baking supplies for a sweet Valentine's treat in stores and at [Michael's.com/valentinesday](#).

About Michael's

Irving, Texas-based Michael's 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 1,060 Michael's stores in 49 states and Canada, and 136 Aaron Brothers stores, and produces 10 exclusive private brands including Recollections®, Studio Decor™, Bead Landing®, Creatology®, Ashland™, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart® and Loops & Threads™. For more information visit [www.Michael's.com](#)

