



August 2013

## CRAFTING WITH A TWIST: RAINBOW LOOM® COMES TO MICHAELS

*Hot product debuts at its first national craft store in August*

(IRVING, Texas) – [Michael's](#) has become the first national craft store to carry the season's hottest kids' trend sweeping North America: the [Rainbow Loom](#)® will be available at select Michaels stores in August.

The Rainbow Loom® is a kit for making brightly colored rubber band links that can be turned into bracelets, rings, key chains, hair accessories and more for wearing and sharing with friends. Winner of the Craft and Hobby Association's Innovation Award, the Rainbow Loom has boomed in popularity recently, with more than 8,000 photos tagged #RainbowLoom on Instagram.

"At Michaels, we believe that creativity is endless, and the Rainbow Loom offers unlimited ways to create and share," said Michaels Executive Vice President – Category Management Philo Pappas. "Michaels customers look to us for exciting new products, and Rainbow Loom is a great addition to our wide selection of fun crafts for kids."

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. Each 600-count package contains enough rubber bands to make approximately 24 bracelets.

Michaels is challenging customers to photograph and tag their most creative Rainbow Loom® creations using #MichaelsRainbowLoom for a chance to be featured on Michaels' [Instagram](#) feed in August.

The Rainbow Loom® is recommended for crafters ages 8 to adult. Michaels will host free demonstrations during Kid's Club on Saturdays beginning in August through September and has online video tutorials at [Michaels.com](#).

### 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 1,113 Michaels stores in 49 states and Canada and 123 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.

Media Contact: Allison Swank or Loren Rutledge  
817-329-3257

[Michaels@spmcommunications.com](mailto:Michaels@spmcommunications.com)