

# Michaels Announces Partnership With Starlight Children's Foundation

IRVING, Texas, Feb. 17, 2015 (GLOBE NEWSWIRE) -- [Michaels](#) (Nasdaq:MIK), North America's largest arts and crafts specialty retailer, has named [Starlight Children's Foundation](#)<sup>®</sup> its U.S. and Canadian charity partner.

Michaels and its subsidiary Aaron Brothers have supported Starlight, a leading global charity that improves the life and health of kids and families in the U.S., Canada and around the world, since 2010.



The expanded partnership will broaden the company's involvement through a wide range of programs that include corporate contributions, in-store promotions, customer donation programs, associate-driven events and giving, vendor engagement, product donations and more.

"Since 2010, we have supported Starlight's mission to improve the life and health of kids and families," said Michaels CEO Chuck Rubin. "This deeper partnership will bring us the opportunity to reach even more families in the communities where our customers and associates live and work, and generate greater awareness of this outstanding organization."

Michaels has participated in many Starlight programs that provide comfort and care for hospitalized children, including Starlight<sup>®</sup> Fun Center<sup>®</sup> mobile entertainment units, Starlight<sup>®</sup> Tablets and Starlight<sup>®</sup> Comfort Kits. The company also has created its own initiatives, such as the annual holiday ornament promotion in which it sold special ornaments at more than 1,160 Michaels stores in the U.S. and Canada to raise money and awareness for Starlight.

"Michaels has been an incredible partner in our mission to improve the life and health of kids and families around the world," said Jacquie Hart, Global CEO of Starlight Children's Foundation. "Starlight programs stimulate a child's creativity through imagination, entertainment and technology, so Michaels is a perfect match for our work to support kids and families from hospital to home. We are genuinely thrilled to be selected as their charity of choice, and we look forward to working with the company and its generous associates on changing the lives of even more kids and families throughout North America."

## About The Michaels Companies, Inc.

The Michaels Companies, Inc., is North America's largest specialty retailer of arts and crafts. As of Jan. 3, 2015, the Company owns and operates 1,168 Michaels stores in 49 states and Canada and 121 Aaron Brothers stores, and produces 11 exclusive private brands including Recollections<sup>®</sup>, Studio Decor<sup>®</sup>, Bead Landing<sup>®</sup>, Creatology<sup>®</sup>, Ashland<sup>®</sup>, Celebrate It<sup>®</sup>, ArtMinds<sup>®</sup>, Artist's Loft<sup>®</sup>, Craft Smart<sup>®</sup>, Loops & Threads<sup>®</sup> and Imagin8<sup>®</sup>. Visit [www.Michaels.com](http://www.Michaels.com) for additional information.

## About Starlight Children's Foundation

Founded in 1982, Starlight Children's Foundation is a leading global charity that partners with experts to improve the life and health of kids and families around the world. Collaborating with

innovators in pediatric healthcare, entertainment and technology, Starlight provides a unique blend of family-centered programs and services from hospital to home. Starlight partners with more than 1,750 healthcare facilities and pediatric hospitals in Australia, Canada, Israel, New Zealand, the United Kingdom and the United States, serving millions of children every year. To learn more, visit [www.starlight.org](http://www.starlight.org), or follow us on Facebook at StarlightChildrensFoundation and on Twitter @StarlightOnline.

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