

Uptown

Media Advisory/Photo Opportunity

March 18, 2015

Michaels grand opening at Uptown expected to draw large crowd of crafters

What: Michaels is opening their new store at Uptown on Friday March 20, 2015 with a much-anticipated grand opening event that has the Greater Victoria crafting community excited about deals, new store features and their spacious new location.

A lineup of early bird shoppers is expected to take advantage of gift cards ranging from \$10 - \$100 as well as door crasher deals, games and giveaways. The new store is 24,622-square feet and features an open design with wider aisles, expanded and reorganized departments and brighter lighting.

When: A ribbon cutting event will take place at **8:45 am on Friday March 20, 2015** with the store opening at 9:00 am.

Where: Michaels Uptown

Uptown's upper level L4 – next to The Greater Victoria Public Library and Shoppers Drug Mart

Who: xxxx, xxxx, zone vice president, Michaels
Doug Castra, district manager, Michaels
Roberta Ferguson, general manager, Uptown

Photo Opportunity: Media are invited to the Michaels store opening event for photo and film opportunities and interviews. Access to the store prior to opening will be provided upon request.

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Media Contact:

Christine Gleed
Circle Communications
christine@getcircle.ca
250-857-7517