

Janlynn Brings Charm*tastic™ to Michaels Stores

Stylish and affordable charm collection for girls now available

(CHICOPEE, Mass.) October 7, 2011 -- Charm*tastic, a children's charm collection that celebrates girls, their fashions, friends and trends, has officially launched at all Michaels Stores.

Michaels, North America's largest arts and crafts specialty retailer, has an assortment of charms from the Amazing Animals, Incredible Icons, Tween Talk and Treats, Awesome Activities, Birth Stones, and Bling lines. The variety of offerings provides girls an opportunity to express their own tastes, talents and personalities.

"Considerable thought went into the design of each Charm*tastic charm," said Lisa Blanchard, marketing manager for the Janlynn Corporation, maker of the Charm*tastic line. "We wanted to produce a safe, stylish and affordable product without sacrificing quality. We accomplished not only our goals, but also met consumers' desires, with this initial Charm*tastic charm and bracelet line."

Those interested in viewing the entire Charm*tastic collection can do so by visiting their [local Michaels store](#) or simply by clicking [here](#).



About [The Janlynn Corporation](#)

For over 32 years, Janlynn has been unleashing creativity to the jewelry, needlecraft, quilting, rubber stamp, and kids activity industries through relationships with a myriad of top designers.

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 1,050 Michaels stores in 49 states and Canada, and 136 Aaron Brothers stores, and produces ten 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 [Michaels.com](#).

Contact: Lisa Blanchard
The Janlynn Corporation
413-206-0001 x 129
lblanchard@janlynn.com