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New Bern Mall Announces the Grand Opening of Michaels

New Bern, NC (March 3, 2011) - Hull Storey Gibson Companies and New Bern Mall are proud to announce the Grand Opening of Michaels, an arts and crafts specialty retail store.



Michaels will occupy 16,984 square feet of retail space and will be located next to the new Shoe Dept Encore store that opened this past November. The official Grand Opening will be held on Sunday, March 6th. The opening ceremony will take place at 9:45am with an official ribbon cutting. The doors will open at 10am for shoppers. The first 200 shoppers will receive a free tote.

“We are excited about the opening of Michaels at New Bern Mall,” said John Gibson, Managing Member of Hull Storey Gibson Companies. “We are dedicated to the success of the New Bern Mall and know that this addition of a specialty retail store will have a positive impact on the economic growth of the New Bern community.”

To help celebrate this Grand Opening of Michaels, there will be special appearances by the New Bern City mascot - The Bear, and the New Bern High School Marching Band. Activities are planned for the entire day. There will be a prize wheel, craft demonstrations, FREE Crayola crafts for kids, as well as opportunities to win prizes. The celebration will continue into the week with special savings on selected products as well as more craft demonstrations.

Michaels is the largest arts and crafts specialty retail store in North America, providing materials, project ideas, and education for creative activities in arts and crafts, home, and scrapbooking. Michaels Stores, Inc., was incorporated in Delaware in 1983 and operates stores in 49 states, as well as Canada. Their goal is to offer their consumers a shopping experience that inspires creativity in the areas of arts, crafts, floral displays, framing, home accents, and children's hobbies and activities.

New Bern Mall is located at the key retail intersection of Dr. M.L. King Boulevard (U.S. Hwy. 17) and U.S. Hwy. 70 – the best retail location in the market. In 2009, the Mall underwent an extensive renovation which included a new main entrance, new paint, carpet, ceramic tile, raised ceiling with new ceiling tiles, new pendant light fixtures, benches, and planters in the interior of the mall.

Hull Storey Gibson Companies, LLC (www.hullstoreygibson.com) is headquartered in Augusta, Georgia, and is one of the largest owners of retail properties in the Southeast with a portfolio of over 10.5 million square feet, which includes 17 enclosed malls in Georgia, Florida, North Carolina, South Carolina, Alabama, Tennessee, and Texas. Hull Storey Gibson has a consistent record of property redevelopment and improvement as well as a demonstrated commitment to building strong community relationships to foster economic development.

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