

## 2021 Hallmark Keepsake Ornaments Dream Book Insider's Guide

- Page 6: Did you know? Keepsake Artist Joanne Wright was inspired by her Snowtop Lodge series when designing the KOC exclusive ornament, Santa's Sleigh! Does the scene on the side of the sleigh look familiar?
- Page 6: Did you know? Because the series Santas From Around the World was such a beloved series, we are bringing back a one-time limited quantity edition of this series – Austria.
- Page 6: Did you know? The styling and size of the Santa Claus ornament fits perfectly with the Santa's Next Stop Special Edition ornament. This is the Studio Arist Signing Piece which will be sold on Hallmark.com only beginning 6/12 in coordination with the Virtual Keepsake Artist Signing Facebook Live event!
- Page 7: Did you know? The Angelic Candlelight lights up and flickers! This is the first time we have used magic function to imitate a flickering light look.
- Page 8: Did you know? Many members of the Keepsake Village worked together to bring the Deck the Gingerbread House to life! Keepsake Artist Sharon Visker and Emma Leturgez-Smith along with two Keepsake engineers, Keepsake Art Director Charles Young, Keepsake Editor Lindsay Evans and the Sound Studio worked together on this elaborate piece. Listen closely to the sound of this tabletop piece and you'll hear the bird that's up in the very top window, the cat and dog chasing each other, and even the bunny hopping in front of the house. Plus, the little kids laughing are kiddos from the Keepsake Village too (Lindsay Evan's kids)!
- Page 8: Did you know? The Tangled Up in Christmas ornament is a companion to the Tangled Up in Christmas Singing Stuffed Snowman With Light and Motion techno plush! The music in the ornament is the exact same music as in the techno plush.
- Page 8: Did you know? For the Holiday Lighthouse, Keepsake Artist Tracy Larsen was inspired by a family vacation to Hawaii where he visited his kids and grandkids.
- Page 9: Did you know? For the first time this year, we are releasing an Ornament Display Arm! The arm attaches to your tree to display the heavier ornaments (up to 5 lbs!), so they do not weigh down your branches.
- Page 10: Did you know? For the Spinning Santa ornament, Keepsake Artist Gregor Benedetti was inspired by one of his favorite Keepsake Ornaments as a child of similar design. Gregor has many fond memories of playing with this ornament as a child, so he wanted to recreate it in a new, fresh way.
- Page 12: Did you know? Gnome For Christmas is a first in series ornament by Keepsake Artist Gregor Benedetti! The gnomes each have a name – Gnaughty and Gnice. And there is another gnome releasing this year with the VIP kit – her name is Nutmeg!
- Page 12: Did you know? The Here Comes Dolphin Claus ornament will play a rendition of "Here Comes Santa Claus," but with dolphin noises.

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- Page 12: Did you know? The Crappy Christmas! ornament will play a fun version of “Jingle Bells.” This is the first time we have done a “crappy” ornament with sound!
- Page 14: Did you know? You can complete your Nightmare Before Christmas Storytellers collection this year! Unlock even more content with the two new characters this year – Disney Oogie Boogie and Disney Lock, Shock, and Barrel!
- Page 15: Did you know? The You're A Mean One, Mr. Grinch ornament plays a verse from the song, “You're a Mean One, Mr. Grinch.”
- Page 16: Did you know? The A Gift From Aunt Bethany ornament has new technology and innovation – it has a vibration motor! You will be able to hear AND feel the box shake.
- Page 16: Did you know? Clark's Crazy Christmas tabletop piece uses Sound-A-Light technology. It not only has its own sound and light performance to “Hallelujah” from the film, but also reacts with all other Sound-A-Light products, OR you can play your own Christmas music and it will react to that!
- Page 17: Did you know? The Noble Nutcracker tabletop piece is an enlarged version of the Noble Nutcrackers #1 design! And the lever actually moves.
- Page 18: Did you know? The little carousel the Toymaker Santa is holding this year is based on retired Keepsake Artist Ken Crow's miniature Christmas Carousel series from years past.
- Page 19: Did you know? This year marks the 10<sup>th</sup> Anniversary of the Cookie Cutter Christmas series! To celebrate, we are releasing a limited quantity anniversary ornament where there is an additional mouse friend helping to decorate the anniversary cake!
- Page 19: Did you know? This year marks #13 in the Season's Treatings series! Keepsake Artist Sharon Visker pulled inspiration from previous ornaments in the series to bring #13 to life. All of the treats within the cloche were inspired by other ornaments in the series! The cookies were inspired by #1 in the series, the cupcakes were inspired by #2 in the series, the slice of pie was inspired by #9 in the series, and the chocolate cake was inspired by #10 in the series.
- Page 19: Did you know? The Seasonal Smorgasbord has constant motion like you might see in a diner or bakery.
- Page 20: Did you know? For her Holiday Parade series, Keepsake Artist Tammy Haddix bases the design off of a different Artist in the Keepsake Studio. This year is for Keepsake Artist Robert Hurlburt! Robert drives a truck and designs many of our cars and trucks ornaments every year.
- Page 21: Did you know? The Stocking Stuffers is a brand-new series! Each ornament will feature a festively stuffed stocking designed by a different Keepsake Studio artist each year! For the first in series design, Keepsake Artist Nina Aubé was inspired by her love of animals. Her design features a bird – and Nina even has a pet bird herself!
- Page 21: Did you know? Keepsake Artist Tammy Haddix based the look of the KOC exclusive Christmas Window 2021 ornament off of fellow Keepsake Artist Jake Angell's son, Rylan! Inside

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the comic book the little boy is holding, you will see specific call outs about Rylan as he really enjoys comics.

- Page 22: Did you know? This is the first year we are adding light strings to the lineup of Keepsake Ornaments! Retired Keepsake Artist Edythe Kegrize designed a beautiful 10 ft. long Decorative Cardinal Light String featuring her beloved birds!
- Page 23: Did you know? For the first time ever, Keepsake Artist Kristina Gaughran designed a premium fairy! The beautiful Fanciful Fairy features a porcelain sculpt, metal wings and a tulle attachment.
- Page 23: Did you know? YOU inspired the Peace Dove! After years and years of requests from consumers, retired Keepsake Artist Edythe Kegrize designed a beautiful dove in the beloved Beauty of Birds styling.
- Page 24: Did you know? The We Choose Love and We Do ornaments were designed to coordinate! The perfect set to gift a pair of newlyweds.
- Page 25: Did you know? The editorial on the Carry My Love ornament was inspired by the poem "I carry your heart with me" by E.E. Cummings.
- Page 25: Did you know? The Always & Forever ornament comes with charms to commemorate a special year of anniversary! The pieces of the ornament are meant to be rings with the inside reading "Always & Forever" to symbolize how many couples engrave the inside of their wedding bands.
- Page 27: Did you know? This is the first year we are releasing a Harry Potter baby ornament with the Wizard in Training ornament!
- Page 27: Did you know? The Born to Stand Out ornament coordinates with a plush in the baby line.
- Page 28: Did you know? Similar to the Spinning Santa, Keepsake Artist Gregor Benedetti used his favorite Keepsake Ornament as a child as inspiration for the Mom, Dad, Daughter and Son ornaments.
- Page 29: Did you know? Keepsake Artist Kristina Gaughran's penguins are usually all boys, however, in the Sisters and Friends ornaments, Kris's penguins are girls! Kris is very excited to release girl penguins for the first time ever.
- Page 29: Did you know? This year, we have Keepsake Ornaments designed by Sheyda Abvabi. Sheyda is not a member of the Keepsake Studio, but she is a part of Hallmark's Illustration Studio!
- Page 29: Did you know? The Keepsake Team held a contest on the Keepsake Facebook page to select the featured cat and dog in the Santa's Little Yelper and the Santa's Purr-Fect Helper photo frame ornaments. Follow us! @HallmarkKeepsakes

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- Page 29: Did you know? The Forever By My Side ornament includes a ring clip on the bottom of the ornament where an owner could attach their pet's name tag. The red frame is meant to look like an animal collar with the pet's name tag hanging from it.
- Page 30: Did you know? The Angel of Innocence by Keepsake Artist Joanne Wright was inspired by a member of the Keepsake Village.
- Page 30: Did you know? This year's Mary's Angels ornament by retired Keepsake Artist Robert Chad is named Acacia! Acacia means playful, fun, and wholesomeness, so Chad gave her a toy pony to play with.
- Page 30: Did you know? The Oh Happy Day ornament features music from the song "Oh Happy Day." The sound features a gospel singer from the Kansas City area, as well as a gospel choir made up of Hallmarkers who love to sing – including Keepsake Editor Lindsay Evans!
- Page 30: Did you know? The Cancer Survivor's Bell is a functional bell symbolizing when a patient has completed cancer treatment and rings the bell three times in celebration. This is the first year of partnership for Mayo Clinic and Keepsake Ornaments!
- Page 31: Did you know? The Backpack of Memories photo frame ornament comes with charms that are interchangeable based on your child's grade in school! There is also room on the back of the ornament where you can use a sharpie to write the child's name, teacher, or school to personalize based on the year.
- Page 32: Did you know? This is the 30<sup>th</sup> Anniversary of the Super Soaker®!
- Page 33: Did you know? The Animaniacs ornament is meant to be a Christmas version of the opening of the show where they're peaking their heads out of the water tower! Keepsake Artist Nello Williams designed the characters to peak out of a wreath.
- Page 34: Did you know? This year is the 50<sup>th</sup> Anniversary of the Malibu Barbie! We are commemorating this anniversary with the Malibu Barbie™ Ornament.
- Page 35: Did you know? The Dream Go Round Carousel features four Disney princesses – Cinderella, Ariel, Belle, and Jasmine. Each princess has her own song in calliope styling. The animal each princess is riding on fits within her story – for example, Jasmine is riding on a tiger and Ariel is riding on a seahorse!
- Page 35: Did you know? The Fit For a Princess Ornament Set was designed as the same size as the Disney Mickey Mouse Ornament Set (pg. 37) to coordinate together! These two glass collections would look great together.
- Page 37: Did you know? The Storytellers and A Futuristic Freeway to Fun! are the perfect ornament to commemorate a family trip to Disney! Both ornaments commemorate a statue and ride featured at Disney theme parks.
- Page 38: Did you know? For the first time ever, the Disney Queen Anna ornament is made of porcelain!

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- Page 38: Did you know? The Kiss the Girl ornament features sound and motion! The ornament plays music from the song “Kiss the Girl” while the fish move to the music – just like the scene from the movie.
- Page 41: Did you know? Turn the knob on the Disney Winnie the Pooh and the Honey Tree ornament to see a simple animation that looks like an old Pooh storybook!
- Page 42: Did you know? The On Beach Time ornament is the perfect ornament to commemorate a family trip to the beach!
- Page 43: Did you know? The editorial on the Irish Welcome ornament means a hundred thousand welcomes.
- Page 43: Did you know? The Thrill Is Gone ornament features music from “The Thrill Is Gone” by B.B. King! Keepsake Artist Tom Best used B.B. King’s guitar, named Lucille, as inspiration for the sculpt of his guitar ornament.
- Page 44: Did you know? Keepsake Artist Tom Best is always inspired by old German beer steins for his yearly Beer Stein ornaments. This year, Tom was inspired to design a patriotic-themed Beer Stein, complete with amber waves of grain, Lady Liberty, and more.
- Page 45: Did you know? The Taking a Dip ornament is representative of the Boy Scouts merit badge for swimming.
- Page 46: Did you know? Keepsake Artist Rodney Gentry has a new first in series releasing this year! The Car’s the Star series will feature a favorite car from a movie or TV show.
- Page 48: Did you know? The Blanche Devereaux ornament plays some of her favorite phrases from the whole series!
- Page 48: Did you know? This year marks the 40<sup>th</sup> Anniversary of MTV! To commemorate, the I Want My MTV! ornament depicts the very first MTV logo and plays music from the original MTV theme song, “Man on the Moon.”
- Page 50: Did you know? Hallmark Corporate Headquarters is based in Kansas City and many of us in the Keepsake Village are big Kansas City Chiefs fans! This made the Travis Kelce ornament that much more fun to work on this year.
- Page 51: Did you know? You can add two new characters to the Star Trek Storytellers collection this year! Add more characters to unlock even more content. The new characters will interact with the characters you already have AND the tree topper! The final characters in this collection will release in 2022.
- Page 52: Did you know? We are releasing a brand-new storytellers collection with the Star Wars™: A New Hope™ Collection! You may remember the Star Wars Storytellers collection from a few years ago, which also featured a Death Star Tree Topper. For this new collection, the Death Star Tree Topper will now interact with all the characters, and much larger! The tree topper releasing this year is the size of a regulation basketball.

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- Page 54: Did you know? This is the first year we've ever released Dr. Who ornaments!
- Page 54: Did you know? This is also the first year we've ever released Rick and Morty ornaments!
- Page 55: Did you know? The Sorting Hat features animatronic motion in addition to sound. This means, the tip of the hat as well as the eyes and mouth will move while the Hat speaks!
- Page 55: Did you know? This year marks the 20<sup>th</sup> Anniversary of Harry Potter and the Sorcerer's Stone film. We are releasing an ornament to commemorate an iconic moment from the film!
- Page 56: Did you know? The To The Batcave! ornament features light, sound and motion. Seeing the ornament in action is almost like watching the series on TV! It starts out with the phone ringing, then the characters slide down the pole and change outfits. You'll have to see the ornament in action to experience the rest of all this magic ornament has to offer!
- Page 57: Did you know? The Guardians of the Galaxy Peekbuster ornament is motion-activated. If you get too close, Rocket and Groot remind you there is no peeking!
- Pages 58-59: Did you know? If you're into gaming, both new and old, we've got a Keepsake Ornament for you!
- Page 61: Did you know? If you love minis as much as we do, we're making it easier than ever to build your own mini tree! Start by choosing a tree, then select an ornament set, then choose a matching tree topper and skirt! After that, you can start to mix in your favorite minis ornaments and characters. Then, finish off your miniature tree with a miniature light string (pg. 68)!
- Page 62: Did you know? For the Lil' Puppy Clock ornament, Keepsake Artist Tammy Haddix was inspired by the classic 50-60s clocks where the eyes follow the ticking of the clock! Wag the puppy's tail to see the eyes really move.
- Page 63: Did you know? If you love Disney, we've got everything you need to build your own miniature Disney-themed tree!
- Page 65: Did you know? The body of the Sugar Skull Sweetie dangles!
- Page 66: Did you know? Keepsake Artist Nina Aubé was inspired by her own Cookie Cutter Christmas series when designing her Caramel Apple Cutie miniature this year.
- Page 67: Did you know? The Black Cat Antics is a special edition to the Mischievous Kittens series by Keepsake Artist Nina Aubé.
- Page 68: Did you know? We are releasing more ornament stands than ever before! However you prefer to display your ornaments, we've got you covered.
- Page 71: Did you know? Keepsake Artist Gregor Benedetti's new first in series, Gnome for Christmas, is featured on the face mask!
- Page 71: Did you know? The Keepsake Lover Gift Collection includes a wine glass, mug, tea towel, socks and face mask. All were designed with YOU in mind! We can't wait for the moment



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when you finish putting the last ornament on your tree, put on your socks and sip hot chocolate, admiring all your hard work complete.