



45 Reasons to LOVE Hallmark Keepsake Ornaments!

1

Series ornaments are an important part of Keepsake Ornaments. Each of the ornaments featured on the front cover of the in-store Dream Book are series ornaments. Can you identify each series?

2

The rocking horse has been a significant element of Keepsakes over the 45 years Hallmark has been making ornaments and is the unofficial symbol for the Keepsake brand.

Did you know? The rocking horse series debuted in 1981 and ran for 17 years until 1996!

See pages 2-3 of the in-store Dream Book

3

The **Disney Christmas Carolers Collection** is the first group of Storytellers ornaments that feature motion along with sound and light! Customers can mix and match combinations of the three ornaments on the Keepsake Power Cord to hear different performances.

See pages 4-5 of the in-store Dream Book

4

The voice of Mickey Mouse in the **Merry Mickey Disney Christmas Carolers** Storyteller ornament is that of a former Hallmark designer who now works full-time for Disney.

See pages 4-5 of the in-store Dream Book

5

The **Luminous Lighthouse Tabletop** piece is based on the 1st-in-series of the Holiday Lighthouse series, which debuted in 2012 (shown here).

See page 8 of the in-store Dream Book



6

Keepsake Artist Ken Crow loves including trains in the ornaments he designs, like **Santa's Magic Train**. He's such a fan of trains, he even has an entire room in his house dedicated to them!

See page 9 of the in-store Dream Book

7

In a first-of-a-kind collaboration, Low Rider Magazine Editor Joe Ray, partnered with Keepsake Artist Tracy Larson, to design the **Low N' Sno Lowrider** ornament.

See page 10 of the in-store Dream Book

8

The **Kissing Claus** ornament was inspired by toys that Keepsake Artist Sharon Viskar had as a child. Her toys leaned in and kissed, just like Mr. and Mrs. Claus do in the ornament!

See page 11 of the in-store Dream Book

9

The ornament **All I Want for Christmas Is You** is the first time Hallmark has partnered with recording artist Mariah Carey to feature one of her songs in a Keepsake Ornament.

See page 12 of the in-store Dream Book



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2006 Noelville Sweet Shop

10

This year's **Gingerbread Village** set of four ornaments is inspired by the retired Noelville series (2006-2015).

See page 13 of the in-store Dream Book

11

The **Stunning Snowflake Tree Topper** has 31 LED lights - the most LED lights in any Keepsake tree topper. That's a really dynamic light performance!

See page 13 of the in-store Dream Book

12

The **Little Strummer** guitar is the first miniature ornament to feature sound. It plays music from "Jingle Bells" and "Up on the Housetop."

See page 14 of the in-store Dream Book

13

Keepsake Artist Tammy Haddix was inspired by vintage 1950s/60s ceramic lighted Christmas trees when she was designing the **Porcelain Tabletop Tree**.

See page 16 of the in-store Dream Book

14

Snoopy and Woodstock are curling in the **Winter Fun with SNOOPY®** ornament in honor of the 2018 Winter Olympic Games in Seoul, Korea.

See page 17 of the in-store Dream Book

15

The Keepsake artists love the opportunity to work on Premium Ornament designs because working with different processes and materials takes their artistry to an entirely different level.

See pages 18-20 of the in-store Dream Book

16

The full-scale **Santa Takes Flight Beer Stein** is hand-crafted by artisans in Germany in a traditional stein factory.

See page 21 of the in-store Dream Book

17

For the 10th anniversary of her **Seasons Treatings** series, Keepsake artist Sharon Viscar created a Limited Quantity hot chocolate tray to complement the chocolate on the series ornament. Sharon loves chocolate!

See page 22 of the in-store Dream Book

18

The **Mischievous Kittens** series is celebrating its 20th anniversary! Did you know? The series' Keepsake artist, Nina Aubé, is actually allergic to cats!

See page 23 of the in-store Dream Book



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Hallmark has pushed the boundaries of magic with the first in series **Journey to the Stars: Christmas Carnival**, bringing Ken Crow's ornament to life with constant motion, light and sound!

See page 25 of the in-store Dream Book

20

Joanne Eschrich's new **Christmas Angel series** is based on her popular Father Christmas series.

See page 25 of the in-store Dream Book

21

Customers can read the story "behind the scenes" of the 39th in series **Frosty Friends** ornament in the Hallmark book, *Frosty Friends and the Christmas Surprise*.

See page 26 of the in-store Dream Book



22

Each fairy in the **Fairy Messengers** series is based on a flower. Find out which flower the 14th in series represents in the Dream Book!

See page 29 of the in-store Dream Book

23

You may recognize the Limited Quantity **1936 GMC Pickup**. It's a *miniature* version of the 19th in the All American Truck series from 2013!

See page 30 of the in-store Dream Book

24

Eight Maids-a-Milking is the first ornament in the Twelve Days of Christmas series that is not a bird.

See page 31 of the in-store Dream Book

25

The **Upon this Rock** ornament is based on a real church serving people of all faiths.

See page 33 of the in-store Dream Book

26

Artists Robert Chad and Sharon Viskar were each inspired by greeting card artwork from the Hallmark Archives for the design of the **Los Tres Reyes Magos** and **Angel of Hope** ornaments.

See page 35 of the in-store Dream Book

27

Watching the *Christmas in Evergreen* Hallmark Channel movie this season? See if you can spot the restaurant which inspired the **Chris Kringle Kitchen** ornament!

See page 38 of the in-store Dream Book



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The North Pole Pilsner featured in the **Santa's Reinbeer** ornament is a faux beer brand created by Keepsakes in 2007 that appears every now and then in a Keepsake ornament.

See page 39 of the in-store Dream Book

29

The **Time for Wine** ornament was inspired by the artwork found in a Signature Card currently in our card line.

See page 42 of the in-store Dream Book



30

The **Girlfriends Share Their Sparkle** ornament is a fresh take on Keepsake best friend ornaments featured in the 1990s.

See page 43 of the in-store Dream Book

31

The **Miracle in the Making** photo holder ornament fits the actual size of the sonogram photo parents-to-be receive from the doctor.

See page 48 of the in-store Dream Book

32

There is a recipe for the all the things that make Grandma great on the back of the **Grandma's Cookie Jar** ornament.

See page 53 of the in-store Dream Book

33

Every year the Keepsake Ornament Facebook page hosts a cat and dog photo contest to select the pets featured in the pet photo holder ornaments!

See page 55 of the in-store Dream Book

34

This is the first year the movie version of the character of Severus Snape has been featured in a Harry Potter™ Keepsake ornament. This will be significant to Harry Potter fans who are mourning the passing in January 2016 of actor Alan Rickman who portrayed Snape in the popular movies.

See page 59 of the in-store Dream Book

35

The **U.S.S. Discovery™** is the first STAR TREK™ ship created in die-cast metal. The details are really spectacular!

See page 60 of the in-store Dream Book

36

The Keepsake team visited the **1966 Yamaha YDS-3 Batcycle** in the Petersen Museum in Los Angeles to photograph. They wanted to ensure the details were 100% accurate when sculpting the design!

See page 63 of the in-store Dream Book



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Customers can really record a song or message with the My Favorite Holiday Song ornament! What a perfect way to capture a memory to listen to each year!

See page 65 of the in-store Dream Book

38

Hallmark Keepsake ornaments love to help celebrate anniversaries! Did you know that the **Lite-Brite™** by Hasbro® is celebrating its 50th anniversary?

See page 67 of the in-store Dream Book

39

The **Snoopy Skates!** ornament is called a Praxinoscope, an open cylinder with mirrors on the inside. Frame-by-frame drawings of Snoopy skating are reflected in the mirrors and when the Praxinoscope spins, it animates the drawings to show Snoopy in action.

See page 69 of the in-store Dream Book

40

The **Cinderella's Castle** is the most elaborate castle Keepsakes has ever created. It is sculpted in metal and features approximately 140 gemstones!

See page 70 of the in-store Dream Book

41

Partners is inspired by the famous *Partners* copper statue depicting Walt Disney holding the hand of Mickey Mouse, the most popular character he created. This statue is found in almost every Disney theme park.

See page 73 of the in-store Dream Book

42

The **Angels Lights Barbie™ Tree Topper** was created to be the same height as an actual Barbie Doll™, perfect to top off any Barbie lover's tree!

See page 78 of the in-store Dream Book

43

Fans of the classic Christmas Vacation movie will recognize **A Fun, Old-Fashioned Family Christmas** ornament as the image featured on the movie poster for the film.

See page 81 of the in-store Dream Book

44

The **1932 Buick® Fire Engine** is based on the real fire engine in Arkansas City, Kansas!

See page 85 of the in-store Dream Book

45

The **1954 Mercury M-100**, 24th in the All-American Truck series, and the truck used in the *Christmas in Evergreen* Hallmark Channel movie were inspired by "Little Red," owned by long-time Keepsake Ornament Club member, Harry Hartman.

See page 86 of the in-store Dream Book