

for keeps

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THIS CHRISTMAS JUST GOT BIGGER

ONE OF OUR FAVORITES JUST GREW UP

Father Christmas is turning into a pretty big deal this year.

Just ask Keepsake Artist Joanne Eschrich, who says she is very excited to see just how big of an impression her Keepsake Ornament creation will make on collectors when they see him at more than twice his original size.

"I was told about plans to enlarge one of my Father Christmas ornaments to tabletop size, and I was so happy," Joanne says. "It is so fun to see an ornament come to life like this."

The Santa, which stands 12 inches tall, is based on the 5 1/2-inch Father Christmas ornament she created in 2008 as the fifth in the popular series. It is available at a special price starting July 16 at Ornament Premiere.

"He's a little more traditional than other ornaments in the series. His coat is bright red. His beard is shorter. His cheeks are rounder and rosier. He is carrying a sack filled with toys," Joanne explains.

Joanne weighed in

**FATHER
CHRISTMAS
2008 ORNAMENT
& 2011 TABLETOP**



on every aspect of the Santa with the goal of

keeping it as true to the original as possible.

"We had to resize the bells that hang on the harness, get a bigger width on the leather strap, and everything else," she says. "The best part was being able to choose materials

on the larger piece, such as fur fabric rather than simply trim. I was told to really turn myself loose at bringing quality to the enlargement, and that's an artist's dream."

The experience certainly stands apart from the usual when sculpting ornaments, which in most cases are manufactured at a reduced size from the artist's original work.

"It's so nice to know that something you have done can have so much more presence in someone's home," Joanne says.

HELLO? * * IT'S for YOU! *



ORNAMENT MAKES SURPRISING CONNECTIONS



Marty Mong, left, holds his Mickey Mouse telephone as his brother, Jed, shows off the prototype ornament.

It takes a good connection for any telephone to work. And for the best possible Keepsake Ornament of an iconic telephone, Keepsake Artist Ken Crow worked some great connections right within Hallmark Cards.

“To start, I found pictures of the phone, but that got me only so far,” Ken says of Mickey’s Talking Telephone. “It had an older digital keypad,

and today’s phones don’t have the same blocky style of keys. So I went on a quest to find a phone in Hallmark that had that same keypad.”

Ken was directed to building services, where he met Jed Mong, who works for Hallmark’s telecommunications department. Ken explained to Jed his reason for needing the older phone and got a surprising response.

“Jed told me that his brother Marty had a phone exactly like the one I was sculpting,” Ken says, “and sure enough, Marty brought the phone to work the next day.”

The still-working phone had been a Mong family favorite since Marty’s youngest brother, Grant, had received it more than 30 years ago as a Christmas gift.

“I’ve always been a big Disney fan, and I always liked that phone. When Grant reached the point that he didn’t want it anymore, he gave it to me, and my kids always have loved it,” says Marty, who also works as a telecommunications specialist. “That phone survived me and my brothers, but my kids are a little bit more rambunctious and broke the nose off of Mickey along the way.”

So when Ken returned the phone to Marty, he included a handmade thank-you gift as well.

“I went ahead and sculpted a new nose for his Mickey, and got the details as sharp as I could,” Ken said. “I didn’t put it on without permission because it was his phone, but we glued it on together after he agreed to it.”

Marty says, “That was a real surprise, and a really nice thing for Ken to do. It looks great now.”

What’s more, the Keepsake version of the phone has an additional feature with a Hallmark connection. Later versions of Mickey Mouse telephones feature Mickey’s voice as a ringer. The ornament plays the same dialog as heard on those phones, but as a recording made by Bret Iwan, the latest official voice of Mickey Mouse. Bret’s job before joining Disney to lend Mickey his voice? He was an illustrator at Hallmark.

MICKEY’S TALKING TELEPHONE

MICKEY’S TALKING TELEPHONE IS ONE OF MORE THAN 170 KEEPSAKE ORNAMENTS AVAILABLE AT ➔ *Ornament Premiere Weekend, July 16-17.*

WHAT NOT TO MISS AT Ornament Premiere Weekend

JULY 16-17

FIRST-IN-SERIES ORNAMENTS



IRELAND

Angels Around the World



UP

Disney® Pixar Legends



PARTRIDGE IN A PEAR TREE

Twelve Days of Christmas



Magic Cord
Glow-in-the-Dark
Interactive Sound
and Light Show

CHECKING IT TWICE

Once Upon a Christmas

TWO SHOPPING TRIPS = ONE FREE ORNAMENT



LET IT SNOW

Shoppers can get a free Keepsake Ornament in November if they purchase an ornament in July and October.

A special edition of Let It Snow is available to Crown Rewards members who purchase one Keepsake Ornament during Ornament Premiere, July 16-17, and purchase one Keepsake Ornament during Ornament Debut, October 8-9.

A mailed coupon for the ornament may be redeemed beginning November 25 while supplies last at participating stores.

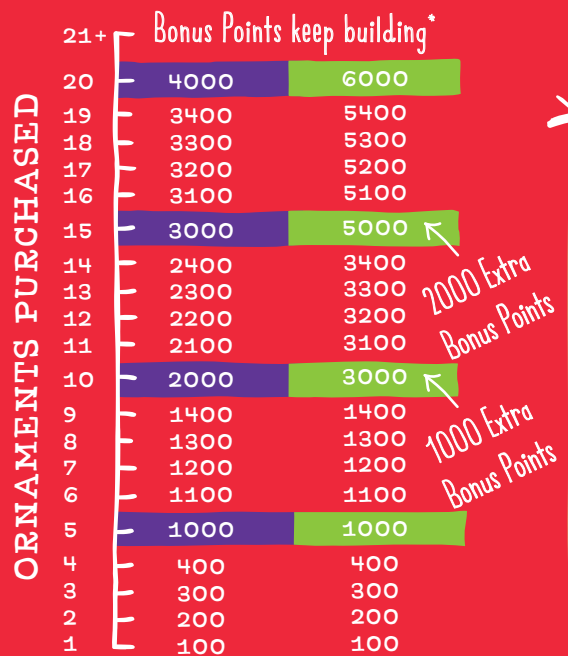
crownrewards

BIG BONUS POINTS

Check out our Bonus Points calculator to see how your points add up when you shop Ornament Premiere Weekend

BONUS POINTS

LIMITED TIME JULY 18-24
WEEKEND ONLY JULY 16-17



*This offer doesn't stop at 20, it's unlimited! Receive 100 Bonus Points with each Keepsake Ornament plus 500 Bonus Points with every 5 Keepsake Ornaments.

Use your Crown Rewards card to get this offer. Valid 7/16/11 - 7/24/11. Offer valid while supplies last at participating Hallmark Gold Crown stores in the U.S.A. only. Not valid for online purchases at Hallmark.com. No cash value. Bonus Points will be credited automatically and can be verified online at Hallmark.com/CrownRewards after the promotional period ends. © 2011 Hallmark Licensing, Inc.

DON'T FORGET THESE BIG DATES:

SEPTEMBER 10 *Seeking the King* (KGC Exclusive) ornament available | OCTOBER 8-9 Ornament Debut | NOVEMBER 4-6 Holiday Open House

WIN A VISIT *from* KEEPSAKE ARTISTS

2012 LOCAL CLUB CHALLENGE FEATURES NEW INCENTIVES

Next year, four local Keepsake Ornament Clubs will be visited by a Keepsake Artist *and* a retired Keepsake Artist during in-store signing events.

That's one new prize up for the taking in the 2012 Local Club Challenge, part of the Keepsake Ornament Club's In-

Store Signing events held in Hallmark Gold Crown stores across the country.

Clubs have until Dec. 31, 2011, to submit one entry per club with winners announced early next year. For the contest, each club must answer these questions to be considered for an in-store signing:

- What makes your local club and Hallmark Gold Crown retailer unique?
- How are you making a difference in your community?

Hallmark Keepsake Ornament staff members will judge entries, with winners determined on the content and originality of the submission.

In all, 16 clubs will win in-store signing events held at their local Hallmark Gold Crown stores:

- Four clubs will receive the Grand Prize event featuring a current Keepsake Artist as well as a retired artist
- Nine clubs founded prior to January 1, 2011 will receive a signing event with a current Keepsake Artist
- Three clubs founded between January 1 and December 31, 2011 will receive a signing event with a current Keepsake Artist

Mail submissions to Local Club Challenge, P.O. Box 419580, MD#166, Kansas City, MO 64141. All submissions must be received by the Dec. 31, 2011, deadline to be eligible.

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SIGN IN FOR A COMPLETE SET OF CONTEST RULES

➔ KOCmembers.com ➔

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Keepsake Artist Sharon Visker, top, signs an ornament at Lauren's Hallmark in Albuquerque, N.M. She met with enthusiastic collectors including a pair sporting hand-painted shirts, bottom.

COMIC-CON

Here's a first look at our 2011 Keepsake Ornaments for Comic-Con International, to be held July 20-24 in San Diego, Calif. Visit comic-con.org for more information.



BARBIE™

Take a sneak peek at our 2011 Keepsake Ornament for the 2011 National Barbie® Doll Collectors Convention, planned July 27-30 in Fort Lauderdale, Fla. Visit barbieconvention.com for more information.



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 BARBIE and associated trademarks and trade dress are owned by, and used under license from, Mattel, Inc. © 2011 Mattel, Inc. All Rights Reserved.



DON'T FORGET TO RENEW YOUR KOC MEMBERSHIP.

Renewing is easy. Just fill out this form and mail it, or fax it to 1-800-200-3400 or call us at 1-800-HALLMARK.

MAIL TO:

Hallmark Keepsake Ornament Club
 P.O. Box 419824
 Kansas City, MO 64179

250
 BONUS POINTS
 when you renew your membership by 12/31/11!

JKEEPS11

MEMBER NUMBER _____

NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP/POSTAL CODE _____

HOME PHONE _____ CELL PHONE _____

E-MAIL (OPTIONAL) _____ BIRTHDAY _____
MONTH DAY

PRICING INFORMATION*

- Membership With Two Ornaments **\$30.95** (includes shipping, handling and tax)
- Membership With Three Ornaments **\$52.95** (includes shipping, handling and tax)
- Snow Buddies Ornament Offer **\$17.90** (includes shipping, handling and tax)
- Santa's Armoire Ornament Offer **\$39.90** (includes shipping, handling and tax)

*All prices quoted in U.S. funds. If shipping to Canada, please add \$5.00.

Total \$ _____

MAKE YOUR PAYMENT

Check/money order payable to Hallmark Keepsake Ornament Club
 (U.S. FUNDS ONLY) VISA MASTERCARD DISCOVER

CREDIT CARD NUMBER _____

SIGNATURE _____ EXP. _____
MM/YY

CHOOSE YOUR ORNAMENTS.

With your 2011 Keepsake Ornament Club membership of \$30.95,* you can choose two of the three Club membership ornaments shown below. Want all three? Just send an additional \$22.00.* Check the boxes of the ornaments you want (limit one of each design per membership). If you don't choose which ones you want, we'll choose your ornaments for you.



Hide 'n' Peek
 4½" h.



Christmas Window 2011
 4" h.



Starlight Angel
 5½" h.

EXCLUSIVE OFFER!

As a Keepsake Ornament Club member for 2011, you can purchase these exclusive repaint ornaments. Limit one of each ornament per membership.

Ship separately from membership ornaments.



Snow Buddies
 Repaint of 2011 series ornament. 2½" h.



Santa's Armoire
 Repaint of 2010 in-store signing ornament. 5¼" h.

Order and Shipment Information:

• All orders must have a U.S. or Canadian shipping address. • If ordering from outside the U.S., please pay in U.S. funds. • Canadian customs requires consumers to pay customs clearance charges and applicable taxes on each shipment. • Membership ornaments will arrive in 4-6 weeks. • Credit card orders will not be billed until ornaments ship. • All credit card payments are pre-authorized when processed and again when shipped. Debit card users will see the funds reserved approximately three business days after initial processing and shipment. Any debit impact is due to the rules of your debit card issuer.

For full KOC membership terms and conditions, visit KOCmembers.com. To see Hallmark's current privacy statement, go to Hallmark.com or call 1-800-Hallmark. Hallmark Cards, Inc.

***Bonus Points Offer:** Valid through 12/31/11. Must be a Crown Rewards member to receive Bonus Points. Limit one bonus per membership, per offer. No cash value. Bonus Points will be credited quarterly and can be verified online at Hallmark.com/CrownRewards.

for keeps

Here's your summer issue of *For Keeps* filled with everything you need to get ready for the biggest two days of a collector's year—Keepsake Ornament Premiere Weekend.

Inside, you will find information about weekend-only offers including Bonus Points, a free special edition ornament and a tabletop-sized reproduction of an ornament from one of your favorite series. Also, you'll get stories behind the creation of one of Ken Crow's favorite ornaments of the year.

Keep your eyes open for new details about the 25th Class Reunion event scheduled in August, and your first look at a new 2012 Keepsake Ornament planned for the summer events.

Speaking of new, take a look at S'more Treats with its own dash of innovation. The ornament contains a solar cell—the first ever in a Keepsake Ornament—designed to convert light into energy to power its movement. Just attach it to a light string and watch the fun.



S'MORE TREATS



25TH CLASS REUNION

is only weeks away!

Final plans are being made for the Keepsake Ornament Club 25th Class Reunion, scheduled August 5-6 in Kansas City, Mo.

CureSearch for Children's Cancer has been selected as the beneficiary of funds raised at the event's auction. CureSearch (www.curesearch.org) funds and supports the lifesaving, collaborative research of the Children's Oncology Group, which treats 90% of children with cancer in the United States. By supporting the Children's Oncology Group at more than 230 hospitals, CureSearch enables children with cancer to receive world-class expertise at a hospital close to home.

Go to KOCevents.com for the latest informational updates and all the details you need about the event.



crownrewards

500 BONUS POINTS

when you bring your completed Wish List to your local Hallmark Gold Crown retailer by **7/10/11**. You will receive the Bonus Points when you pick up and pay for your Wish List order.

Bonus Points will be awarded on all Wish List orders picked up and paid for by 8/31/11. Limit one bonus per Crown Rewards member number, per offer. Must be a Crown Rewards member to receive Bonus Points. No cash value. Bonus Points can be verified online at Hallmark.com/CrownRewards after 8/31/11.



Hallmark Gold Crown
P.O. Box 419034
Kansas City, MO 64141