

# for keeps

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SANTA'S JOLLY WORKSHOP  
2011 TABLETOP

## DEBUT IS ALL ABOUT THE NEW

### LOTS OF "FIRSTS" PLANNED FOR KEEPSAKE EVENT ON OCTOBER 8-9

When doors to Hallmark Gold Crown stores open for Keepsake Ornament Debut Weekend on October 8-9, expect a level of excitement intended to equal that of July's Ornament Premiere. Collectors will see more than 100 new Keepsake Ornaments, including more than a dozen designs not included in the annual Dream Book, as well as the latest ornaments to feature premium materials and to encourage family fun around the tree.

"Ornament Debut is filled with new ornaments and new ideas," says Marie Corbin, retail merchandise manager for Keepsake Ornaments. "It is the first time to see all of the ornaments that we have teased everyone about all year long. We're very proud of what we have this year, and we invite everyone to come take a look at Debut Weekend."

One big part of the weekend is filled with Keepsake magic: a tabletop version of Santa's Jolly Workshop will be introduced. Standing 10½ inches tall, it is inspired by Ken Crow's 2009 Keepsake Ornament of the same name. Turning the crank of the clockwork-gear piece will start Santa and his helpers moving to the sound of "Up on the Housetop."

In addition, six limited-quantity ornaments will be offered during Debut Weekend, featuring favorite characters and series. These ornaments are expected to sell out quickly, so collectors should act fast or risk missing them.

Look inside this issue of *For Keeps* for more Debut Weekend details, including Mystery Ornaments, Club exclusives and Bonus Point offers.

COLLECT  
all  
THREE



# WHICH ONE WILL YOU GET? IT'S A MYSTERY

## MYSTERY ORNAMENTS BRING NEW THRILLS TO COLLECTING



**TOYMAKER SANTA**

*Ken Crow*

Keepsake Ornament fans agree that much of the fun in starting or building a collection lies in the hunt. This year, that hunt will get a lot more thrilling.

On Keepsake Ornament Debut

Weekend, three Mystery Ornaments will arrive in Hallmark Gold Crown stores. They represent a new way of offering an ornament.

Collectors will not know which Mystery Ornament they have until they open the sealed box and discover for themselves.

The idea behind Mystery Ornaments builds on the “blind box” that designer toy companies have sold to collectors for more than a decade. Mystery Ornaments bring the fun of buying those toys to Keepsake Ornament collectors who, like blind-box collectors, view ornaments as small works of art rather than simple decorations.

Favorite Keepsake Ornaments served as the inspiration for these Mystery Ornament designs. The ornament body, which is the same for each design, is shaped like the Eskimo from the Frosty Friends series. Keepsake Artists chose three paint designs for Mystery Ornaments: Tom Best painted the Eskimo in tropical attire complete with sandals and a lei, Ken Crow turned the ornament into a Toymaker Santa from his popular series, and Kristina Gaughran created a penguin dressed in the traditional Frosty Friends parka.

“I love the whole idea of Mystery Ornaments,” says Kristina. “My husband collects blind-box figures. They’re fun and new, and as an artist, I like the simplicity.”

Michael Lee, product development manager, says he sees Mystery Ornaments as a way for collectors not only to share new fun among themselves, but to introduce their hobby to fans of blind-box art toys.

“It’s absolutely a way to share the fun of Keepsake Ornaments with a younger friend or family member,” he says. “Part of the fun with this concept is not knowing what you will get, but we don’t want to disappoint anyone, either. We hope stores with local clubs will set up swap parties or other ways for people to meet other collectors, make new friends and get what they want. That really feels like Keepsake fun to me.”



**ALOHA FROSTY**

*Tom Best*



**POLAR PENGUIN**

*Kristina Gaughran*

# ORNAMENT DEBUT

FOUR ORNAMENTS WILL FINALLY BE REVEALED OCTOBER 8-9

After a series of hints and sneaked peeks, four Keepsake Ornaments shrouded in secrecy will be revealed for the first time on Ornament Debut Weekend. "There are some pretty good guesses out there already," says Marie Corbin, retail merchandise manager for Keepsake Ornaments.



She's been around for 52 years but dressing this way for only 10.



Don already drives one—but not this 2011 model.



This one plays a song sure to get you laughing all the way.



Bob shows off one way St. Nick spends the off-season!

## SECOND-IN-SERIES ORNAMENTS

Last year, Keepsake Ornaments broke with tradition by introducing two new series at Ornament Debut instead of Ornament Premiere in July. These series continue this year at Ornament Debut.



**SIMPLY IRRESISTIBLE!**

Second in the Christmas Cupcake series



**KRINGLE'S CONFECTIONS**

Second in the Kringleville series

## Holiday Open House

NOVEMBER 4-6

The Gift of Love, the last of this year's Club-exclusive ornaments, will be available while supplies last at Hallmark Gold Crown stores during Holiday Open House events. This loving Santa was sculpted by Katrina Bricker.



CROWN REWARDS

## BONUS POINT BUMP-UPS

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

### BONUS POINTS

	LIMITED TIME 10/10-10/16	WEEKEND ONLY 10/8-10/9
10	1500	2500
9	1400	1400
8	1300	1300
7	1200	1200
6	1100	1100
5	1000	1000
4	400	400
3	300	300
2	200	200
1	100	100

Use your Crown Rewards card to get this offer. Offer valid 10/8/11 - 10/16/11 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.

**A 2012**

# Keepsake Ornament **CREATED BY YOU**



## SURVEY WILL DECIDE THE LOOK OF HALLMARK'S FIRST 'CO-CREATED' ORNAMENT

For any collector who's ever wished to help design a Keepsake Ornament, that chance is here.

KOC members and anyone who enjoys Keepsake Ornaments can voice their opinions on the design of an ornament for the 2012 line. Results of an online survey will guide a Keepsake Artist's hand in creating it.

Rebecca Muller, associate merchandise manager for Keepsake Ornaments, describes the survey as one way for collectors to create something specifically for themselves.

As a business, Hallmark has been developing more opportunities for people to create their own products, Rebecca says, including personalized cards and party plates as well as monthly contests as part of the Your Greeting Card Competition on the company website. She calls this Keepsake Ornament more "user-influenced" than created, as a Keepsake Artist will still play a big part in its final design.

In the survey, ornament fans will be asked to select one of six characters chosen for their iconic connections to the holiday season. Survey questions will also decide a seasonal

theme for each character as well as any props or activities depicted on the ornament. If voters decide on an ornament with Santa in summery shorts and a beach umbrella or a polar bear decorating holiday cookies, then that's what an Artist will create.

Participation is open to anyone—but the deadline is quickly approaching. All surveys must be completed by Oct. 15, 2011. The ornament will not be a Club-exclusive design, but one that is available to anyone.

"I'm excited to see how everyone will vote," Rebecca says, "and to watch this fun, new ornament come to life."



### **VOTE TODAY!**

Scan this QR code (if your smartphone doesn't have a reader, simply search online for a free QR app) or visit

*Hallmark.com/KeepsakeSurvey*

25<sup>TH</sup> CLASS REUNION

# Event Recap

Here's a look at the Keepsake Ornament Club 25th Class Reunion, which drew about 2,100 members to Kansas City, Mo., on August 5-6. (Want to see more? Go to [KOCevents.com](http://KOCevents.com) for details on how you can order a DVD of the event for \$15.00.)



1) Members of one KOC local club dress to impress for the event's August 5 dinner. 2) Hallmark Master Artist Mary Hamilton signs an ornament for a new friend. 3) Keepsake Artist Terri Steiger laughs as she signs one of her ornament creations. 4) Hallmark CEO Don Hall, Jr., welcomes members to the event dinner. Behind him is a life-sized Mrs. Claus' Cupboard, which raised \$16,000 for charity at the event's auction. 5) These Christmas Cupcake prototypes by Keepsake Artist Ruth Donikowski contributed to the auction's total fund-raising of \$45,500. 6) Keepsake Bingo was one of many fun activities at the two-day event.



# for keeps

There's no better way to get primed for Keepsake Ornament Debut Weekend on October 8 and 9 than with your fall issue of *For Keeps*—and it's packed with lots of details on what you'll see only in stores.

Find out inside how you can take an online survey to help design Hallmark's first Keepsake Ornament co-created by collectors. And don't miss a look back at August's KOC 25th Class Reunion event, which



LET IT SNOW!

drew more than 2,100 KOC members to Kansas City.

Open up your *For Keeps* and get ready for Ornament Debut. But first, here's another look at the special edition Let It Snow! ornament, which is free to shoppers who used their Crown Rewards card during Ornament Premiere Weekend and who also use their Crown Rewards card when making a purchase at Ornament Debut Weekend. This snowman sports a look that's new from his 2010 release courtesy of Keepsake Artist Diana McGehee.

"I like seeing how I can make an ornament look different but still protect the integrity of what the artist intended from the beginning," she says.

# CALL FOR ENTRIES!

A 2012 EVENT

## IN-STORE SIGNING

### DEADLINE NEARS TO WIN ARTIST VISITS

Only a few weeks remain before the entry deadline in the 2012 Local Club Challenge. Clubs have until Dec. 31, 2011 to enter the contest, part of the Keepsake Ornament Club's In-Store Signing events held in Hallmark Gold Crown stores across the country.

Among prizes are visits by a Keepsake Artist to your local Hallmark Gold Crown store and—for the first time—four grand prize winners will get a Keepsake Artist and a retired Artist to come to their store during in-store signing events.

To enter, each club must answer these questions: *What makes your local club and Hallmark Gold Crown retailer unique? How are you making a difference in your community?*

Clubs may submit one entry per club to the contest with winners announced early next year. In all, 16 in-store signing events will be planned. Sign in to [KOCMembers.com](http://KOCMembers.com) and click on "Events" for contest rules and details.



CROWN REWARDS

# 100 BONUS POINTS

when you give us your current e-mail address. Sign up now at [Hallmark.com/Keepsakes](http://Hallmark.com/Keepsakes) and let us know how to find you.

Must be a Crown Rewards member to receive Bonus Points. No cash value. Bonus Points can be verified online at [Hallmark.com/Crown Rewards](http://Hallmark.com/Crown Rewards).



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