

# FOR KEEPS

## ORNAMENT PREMIERE

IS ALMOST HERE  
JULY 11-19

Everything you  
need to know

2015  
LIMITED  
QUANTITIES

MERRY  
MINIATURES  
make a comeback

The artistry behind  
KEEPSAKE  
CUPCAKES

Plus  
IMPORTANT  
DATES  
to remember



© Disney

Hallmark  
KEEPSAKE  
ORNAMENT CLUB

Disney



BUNDLED-UP BUNNY



GLINDA THE GOOD WITCH™  
Madame Alexander  
Available beginning  
Ornament Premiere  
Weekend, July 11-12

## The scoop on *Ornament Premiere* is here.

WE COULD TELL you it's bigger, better and more fun than ever (it is). But there are so many different things to discover at this year's Ornament Premiere, we think that'd be selling it a bit short. Even better, the hunt for all the new goodies will be part of the fun!

A few highlights? Well, arriving just in the nick of time is Artist Debra Nielsen's kind-hearted interpretation of **GLINDA THE GOOD WITCH™**,

part of our Madame Alexander THE WIZARD OF OZ™ collection and your Ornament Premiere KOC exclusive. So click your heels early before they disappear.

Next up, we have a very merry **Nutcracker Mickey** promotion (pictured on the cover) that's yours for a special price with purchase.\* Plus, we're releasing four of the most magical new Magic Cord pieces to date,

three first-in-series, five Halloween ornaments, the biggest unlimited Bonus Points offer of the year and much more.

We'd also be remiss if we didn't mention Nina Aubé's **Bundled-Up Bunny**, your KOC-exclusive free gift with qualifying purchase.\* It's guaranteed to go fast. So get here early and discover all the fun and festivities in store for you at 2015 Keepsake Ornament Premiere, July 11-12. **FK**

*\*See store for details*

## Shop Ornament Premiere and Debut to get Tippet-Tap Toy Soldier FREE.

This year you'll receive your FREE ornament at Debut...no more waiting! Just purchase a Hallmark Keepsake Ornament during Ornament Premiere weekend, and we'll mail you a coupon for a FREE **Tippet-Tap Toy Soldier** you can pick up when you purchase a Keepsake Ornament during Ornament Debut weekend, October 3-4. (US Only)



TIPPETY-TAP TOY SOLDIER  
2015 Thank You Gift



### EXCLUSIVE 2016 SNEAK PEEK!

Our Toy Soldier will make his third appearance next year. According to Keepsake Artist Anita Marra Rogers, the design was inspired by her son, who plays the sousaphone in marching band.

Details at [Hallmark.com/OrnamentPremiere](http://Hallmark.com/OrnamentPremiere)

# 2015 Limited Quantities available at Ornament Premiere

Need a really good reason to wake up early on Saturday, July 11? Well, here are eight.

They're only going to be around for a very short time, so get there early.

Available only at your local Hallmark Gold Crown store.

## 1. FATHER CHRISTMAS'S POLAR BEAR

According to Keepsake Artist Joanne Eschrich, this companion ornament to 2015's **Father Christmas** captures the moment when a polar bear notices human onlookers in the wild.

1



## 2. ADMIRAL ACKBAR™

*Star Wars™: Return of the Jedi™*  
An original sculpt by Kristina Gaughran of the popular character from 1983's *Star Wars™: Return of the Jedi™*.

2



## 3. MOBILE PET GROOMING

Keepsake Artist Don Palmer designed this ornament as a fun, whimsical companion to **Keepsake Korner's Pet Shop**.

3



## 4. EAU DE PEW

*Pepé Le Pew—LOONEY TUNES*

The stinky yet lovable Pepé Le Pew returns to the tree for 2015 to fill your holiday with smiles and laughter.

4



## 5. JIMINY CRICKET

Walt Disney *Pinocchio*

Popping in just in time to celebrate the fun and adventure is a companion to this year's **Disney Pinocchio 75th Anniversary** ornament.

5



## 6. POCAHONTAS

Disney *Pocahontas*

This adorable addition to the Disney Princesses Precious Moments assortment celebrates the 20th anniversary of the Disney Classic *Pocahontas*, originally released in 1995.

6



## 7. A BRAIN, A HEART, THE NERVE

Inspired by the unforgettable lyrics of the beloved "If I Only Had a Brain" from **THE WIZARD OF OZ™** comes this miniature set of three.

Walt Disney's  
**Pinocchio**

## 8. A PONY FOR CHRISTMAS

Last but not least, we have a repaint of 2014's entry into this long-running series by retired Keepsake Artist Linda Sickman.

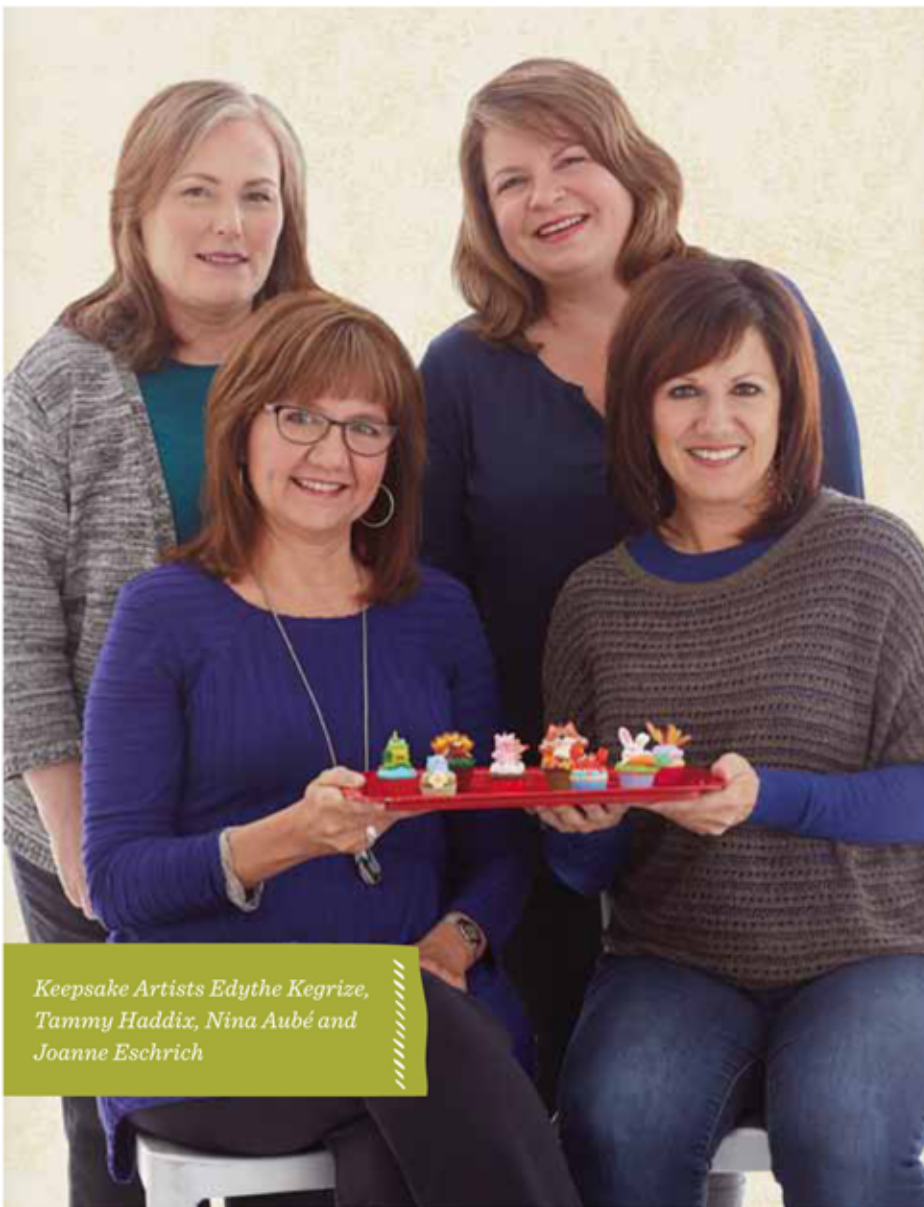
8



7



Disney Princesses  
Precious Moments



Keepsake Artists Edythe Kegrize, Tammy Haddix, Nina Aubé and Joanne Eschrich

## A Tasty Way to Celebrate the Year

ACCORDING TO PRODUCT development manager Charles Young, 2015's series-in-a-year evolved in two parts. The first was to celebrate the art form that cupcakes have become in a fun, whimsical way. The second was to invite a number of artists with different styles to contribute. "Some of them are playing to their artistic strengths, while others are having fun getting out of their comfort zones."

The result is a dozen of the most collectible, delectable baked goods ever to hang on a tree—or in the beautiful baker's case display stand designed by Keepsake Artist Matt Johnson.

As if that wasn't enough, here's the icing on the cake—we'll add Sharon Visker's thirteenth ornament, **Baker's Dozen**, FREE when you purchase all twelve! For all the details, just visit your Hallmark Gold Crown store or [Hallmark.com/BakersDozen](http://Hallmark.com/BakersDozen). **FK**

detach here

## Merry Miniatures making a big comeback

New line launches in the Fall of 2015 with quarterly releases planned through 2016.



**SNEAK PEEK ALERT!**  
Sketches of the miniatures releasing in June of 2016.

EVER HAD A MOMENT when you said, "We did that? What were we thinking?" Well, that's sort of how product development manager Kurt Gaulke describes the thinking that resulted in the retirement of the original Merry Miniatures line and ultimately led to its August 2015 relaunch.

It's obvious Kurt and Keepsake Artist Jim Kemme had a merry time working on the new collection too. "Kurt really brings a great sense of movement to his sketches," says Jim.

While Kurt adds, "Jim is able to bring my drawings to life in a truly amazing way."

So what's new? While past Merry Miniatures were wildly popular, the new additions to the family will bring some distinct differences that make them even more lovable. Look for more colorful and animated critters with a little dose of clever humor infused into each piece. Adds Kurt, "We just hope to pay homage to the original collection and do right by the collectors." **FK**



## 5 Fun Facts About Nello

*Over the last 20 years, he's developed a signature style that screams hipster cool—probably because he does too. Here are five things you may not know about Keepsake Artist Nello Williams.*

### 1. HE STARTED OUT HIS CAREER IN WESTERN WEAR.

While he considers Hallmark his first “real professional job,” Nello did a short stint working for a leather company designing belts.

### 2. HIS BIGGEST INFLUENCES ARE NOT OTHER ARTISTS.

In fact, he looks to 1950s industrial design for a creative spark. Says Nello, “The retro futurism I see in those objects represents a period of great hope I’ve always thought was cool.”

### 3. ONE OF HIS BIGGEST HEROES IS ALSO A FAN OF HIS.

You may know Nello is a huge fan of Queen guitarist, Brian Mae. But did you know that Brian Mae is also a fan of Nello? In fact, after Nello found out that Mae loved the first in his Robot Parade Series, he sent him signed copies of each ornament. Brian wrote him a nice thank-you letter.

### 4. HE'S A NERVOUS TRAVELER.

While he does travel for business, Nello likes to stick close to home to relax. “It’s not so much the plane going down that scares me. It’s worrying about flight schedules and other details that stresses me out.”

### 5. GETTING HIRED AS A HALLMARK SCULPTOR WAS A BIT OF A LARK.

“I applied as an illustrator. But at that time, I was poor enough that I was making Christmas presents. I just happened to bring one piece of sculpture to my interview. They really liked it.” The rest is history.

## For the sake of *fun and friendship*

*How does one of the country's longest-running local Keepsake Ornament Clubs keep it interesting?*



LEFT TO RIGHT: Twyla Niska, Roger Schoelerman, Marilyn Shaw, Tanya Updegraff, Linda Depue, Pam Van Deest, Joe Pendergast, Mona Carver, Karen Kemnitz, Lynn Schoelerman  
FRONT ROW (L to R): Baylin Schoelerman, Nicole Schoelerman

IF YOU’VE BEEN an active KOC member for long, chances are you’ve run into a member of the Hallmark Hawkeye Collectors Club of West Des Moines, Iowa. Founded by Linda Depue and friends in the early 1980s (the exact date is in dispute), the club has been active ever since, boasting a healthy 362 members.

So what’s the secret? Linda says, “We’re all friends who like to get together and have a good time.” In fact, the club has hosted two artist signings and participates in a variety of charities. “Each year, we decorate a tree for the Festival of Trees & Lights, the main fundraiser for a local Children’s Hospital,” says Linda. They use Hallmark Keepsake Ornaments exclusively, collecting donations all year. And the efforts pay off big. One year, their tree raised \$10,000 for the charity.

It’s precisely this kind of fun and Christmas spirit that makes the Hawkeye Collectors Club special. And probably why this close-knit group of friends has kept it alive and well for so long. *FK*

## Get more insider info online



Think you can guess what’s missing from Robert Chad’s workspace? Visit [Hallmark.com/RobertChadsBooth](http://Hallmark.com/RobertChadsBooth) and find out.

**KOCmembers.com** is your definitive source for the latest news, exclusive info and more. Check back often for updates.



# FOR KEEPS

Look inside  
for your  
*exclusive*  
sneak peek!



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August 7–8

December 15

## Destination Keepsakes 2015 Keepsake Ornament Club Event

Sign up now for our 2015 event, featuring an appearance by Marjolein Bastin, very special door prizes and more. Hope to see you in Kansas City.

Get all the details at [KOCevents.com](http://KOCevents.com)

Nature's  
EXCITATION  
By Marjolein Bastin



A HOME FOR WREN  
2nd in the Marjolein's Garden series  
By Julie Forsyth.

## 2016 in-store Signing Event deadline

Be sure to get your  
submissions in soon!



*Keepsake Moments*  
happen every day.

Capture yours with this year's all-new collection  
at Hallmark Gold Crown and share them with us.

#KeepsakeIt