

VOLUME FOURTEEN | ISSUE FOUR | FALL 2015

# FOR KEEPS

## ORNAMENT DEBUT

WHAT YOU NEED  
TO KNOW

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## THE LOWDOWN ON LIMITED QUANTITIES

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## KEEPSAKE KIDS REIMAGINED

The real story behind

## FATHER CHRISTMAS

== *Plus* ==  
**IMPORTANT  
DATES**  
to remember

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1

**CHARLIE BROWN**

Available October 3  
at Ornament Debut.

**LUCY**

Available November 6  
at Holiday Open House.

**SNOOPY**

Available November 27  
Thanksgiving Weekend.

**WOODSTOCK**

Available December 4  
at Gift of Memories.

**PEANUTS**

## What not to miss at *Ornament Debut*

**WE HAVE ALL KINDS OF FUN** in store for 2015 Keepsake Ornament Debut! We're not going to spoil all the surprises but here are a few highlights we couldn't wait to tell you about:

1. Kicking off the new Peanuts Decking the Tree collection is **Charlie Brown**. He's the first of several Peanuts favorites that we'll be releasing in the coming months.

2. But the surprises don't stop there. The second **World of Frosty Friends** Mantelscape is ready to decorate your mantel with lights, sounds and action at a very special price!

3. Next is **Fairy Surprise Mystery Ornament**. That's right, a repaint of the 1st in series Poinsettia Fairy has fluttered her way back as a surprise mystery ornament. You may get the beautiful fairy with gold accents, or you may get the stunning fairy with golden wings. Which one will your box hold?

4. Important reminder: Crown Rewards members who purchased a Keepsake Ornament on Ornament Premiere weekend will receive their coupon via mail for a free **Tippity-Tap Toy Soldier**. Bring it when you come!

5. Last but not least is the adorable **Hangin' with Teddy** KOC exclusive ornament release. It's only available to members like you!

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

2



3



4



5





# Limited Quantities

## Hurry in to your Gold Crown store!

They're at the top of most members' list at Ornament Debut, so get 'em while you can!

*Here's a preview of what you can expect to see when the doors open.*

1

Companion to the Chessie System Locomotive  
20th in the LIONEL® Train Series.



2

Companion to Monopoly™ 2nd in the  
Family Game Night Series.



3



5



6



4

Companion to Lady Western  
Tanager 11th in series.



### 1. CHESSIE SYSTEM LOCOMOTIVE

Roaring down the tracks to a store near you is a very special companion to this year's 20th in the LIONEL® Train series.

### 2. RICH "UNCLE" PENNYBAGS

Ready to celebrate the 80th anniversary of America's favorite board game is Rich "Uncle" Pennybags—made of metal like the original game piece.

### 3. 1978 PONTIAC® TRAMS AM™ SPECIAL EDITION

This "Solar Gold" Special Edition Trans Am is a rare, one-year-only color scheme. The real car's bright appearance and low production numbers make it extremely popular with collectors.

### 4. LADY WESTERN TANAGER

Often, male birds are more vibrant and colorful than the females. But according to Keepsake Artist Edythe Kegrize, "The female of this species is quite lovely," making it her choice for this year's Beauty of Birds Limited Edition companion.

### 5. CHIP & DALE

"Despite their differences, Chip and Dale always find a way to remain the best of friends," says Keepsake Artist Nello Williams. "It's something I love and wanted to capture with this adorable duo."

### 6. THE JOKER

Batman's infamous archenemy arrives for Ornament Debut, just in time to put an oversized smile on the franchise's biggest fans.

# Father Christmas captures the meaning of *Christmas*

NOW IN ITS TWELFTH YEAR, the Father Christmas Series has been wildly popular for the craftsmanship and special touches Keepsake Artist Joanne Eschrich brings to each one. And while this year's extra special companion has no shortage in that department, Joanne says the toys in Santa's Bag have an extra special place in her heart.

"I added the baseball bat for the Kansas City Royals' recent success. The golden retriever is Nala, our beloved family pet. The angel? Well she represents my dear mother. And the train is a miniature version of this year's super cool KOC event studio ornament," says Joanne.

For one final touch, she decided to add a bright yellow car representing the

1932 Ford Custom, which is the last car ornament fellow Keepsake Artist Don Palmiter designed before retiring. According to Joanne, "Don was more than a coworker. After sitting next to each other for 18 years, he became like a big brother and one of my best friends."

Turns out, these kinds of close bonds are part of what make the Keepsake Studio such a special place to work—something that would make Father Christmas very happy. *FK*



Keepsake Artist Joanne Eschrich



Ornaments, tree and ornament storage box sold separately.

## Hand down holiday smiles with *Keepsake Kids*

If you grew up with the original version of Keepsake Kids, you probably remember the joy of getting out the ornaments and decorating your very own tree for the holidays. Now, you can hand down the fun to a whole new generation. With an all-new tree, nine ornaments for 2015 and a storage box, the fun is just

beginning. Look for even more ornaments in 2016, including characters from some of your favorite series like Frosty Friends. Happy hanging! *FK*



2016  
*sneak peak!*

2015 KOC Event

## Thanks for making it the best yet.

A huge shout-out to all this year's attendees!  
We hope you had as much fun as we did!



# JOIN KEEPSAKE ORNAMENT CLUB TODAY!



Go online to [Hallmark.com/KeepsakeOrnamentClub](http://Hallmark.com/KeepsakeOrnamentClub) OR fill out this form and then call 1-800-HALLMARK OR mail to P.O. Box 419824, Kansas City, MO 64141-6824.  
(Online registration currently available for U.S. residents only.)

SOURCE CODE:

**FKEEPS15**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

HOME PHONE \_\_\_\_\_ CELL PHONE \_\_\_\_\_

CROWN REWARDS # (IF APPLICABLE) \_\_\_\_\_ KOC MEMBER # (RENEWING MEMBERS ONLY) \_\_\_\_\_

EMAIL (OPTIONAL) \_\_\_\_\_ BIRTHDAY \_\_\_\_\_ / \_\_\_\_\_  
MONTH DAY

If you would like to receive Hallmark email updates about your membership, including a confirmation and temporary membership card, please provide your email address.

## 1. JOIN THE CLUB

Select one **membership** only. ☐ **2 Ornament Membership** (\$27) **-OR-** ☐ **3 Ornament Membership** (\$47) \$ \_\_\_\_\_

### MEMBERSHIP ORNAMENTS

Select any **2** or all **3** of these **membership ornaments** based on your membership option above (limit one of each design per membership).



☐ **A Tweet Retreat**



☐ **Friend of a Feather**



☐ **Christmas Window 2015**

## 2. EXTRA EXCLUSIVES

In addition to your membership ornaments, you may also purchase these **extra ornaments** at the **additional cost** listed for each (limit one of each design per membership).



**Mrs. Claus's  
Kitchen Sink  
\$39.95**



**Petite Treat  
\$7.95**



**Cozy on Ice  
\$14.95**

☐ **Mrs. Claus's  
Kitchen Sink** (\$39.95) \$ \_\_\_\_\_

☐ **Petite Treat** (\$7.95) \$ \_\_\_\_\_

☐ **Cozy on Ice** (\$14.95) \$ \_\_\_\_\_

## 3. SHIPPING

Shipping cost includes applicable shipping, handling and taxes for products shipped directly to the consumer. Required (see chart at right).

Retail Value	US	Canada
\$0 - \$49.99	\$6.95	\$12.95
\$50 - \$74.99	\$9.95	\$15.95
\$75+	\$12.95	\$18.95

**SUBTOTAL** \$

☒ **Shipping Cost** (required) \$ \_\_\_\_\_

**TOTAL** \$

All prices quoted in U.S. funds.

☐ CHECK/MONEY ORDER PAYABLE TO HALLMARK KEEPSAKE ORNAMENT CLUB ☐ VISA ☐ MASTERCARD ☐ DISCOVER

\_\_\_\_\_  
CREDIT CARD NUMBER

\_\_\_\_\_  
EXP. (MM/YY)

\_\_\_\_\_  
SIGNATURE

### 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 ornament. Membership ornaments will arrive 4-6 weeks after ordering. All memberships will be charged upon purchase. Any debit impact is due to the rules of your debit card issuer. Ornaments available while supplies last.

For full KOC membership terms and conditions, visit [KOCMembers.com](http://KOCMembers.com). To see Hallmark's current privacy statement, go to [Hallmark.com](http://Hallmark.com) or call 1-800-HALLMARK.  
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# Hallmark

## KEEPSAKE

ORNAMENT CLUB

The Club keeps getting better and better! Don't miss out.

### 2015 MEMBERSHIP ORNAMENTS



- Access to 10 all-new, club exclusive ornaments
- A redesigned *For Keeps* with exciting new features
- A more robust online experience with added content
- More fun and surprises planned than ever before

*Renew today!*

See reverse for details.



## 5 Fun Facts About Sharon

*You may know her for her hauntingly beautiful Day of the Dead ornaments and humorous take on the holidays, but here are five things you probably didn't know about Keepsake Artist Sharon Visker:*

### 1. HER BIGGEST INFLUENCE IS HER BROTHER.

"He's a phenomenal digital artist and teacher. So I've followed in his footsteps. He's coached me along the way, so basically, he's my hero."

### 2. SHE LOVES MAKING HALLOWEEN COSTUMES.

"Last year, I built my friend's son a really creepy plague doctor costume from the early 1300s. I also throw neighborhood Halloween parties where we turn the backyard into a cemetery. The kids love it."

### 3. SHE ENJOYS PLAYING WITH CHAINSAWS.

"I'm constantly trying new things on my own time. Lately I've been doing huge chainsaw carvings out of seven-foot-tall trees."

### 4. HER HAPPY PLACE IS TAHITI.

"I spent a week with my best friend's family there and fell in love with it. It's warm, tropical and there's so much good food."

### 5. SHE'S A MILITARY BRAT.

After growing up in Colorado Springs, she and her family moved to London where she spent her last two years of highschool. "I loved it there...especially the week-long field trips to places like France."

# The TNT Ornament Club starts off with a bang



**ABOUT A YEAR AGO**, in the middle of John Deere country, Terry and Tom Lawrence (brothers and co-owners of Ryan's Hallmark in Moline, Illinois) started the TNT Ornament Club. It's one of the newest local clubs to date and in that short time, they're already 36 members strong.

Terry says, "We were a group of people who didn't really know each other at all, but leave it to Hallmark to bring people together."

The club, which ranges in age from 25 to 70, meets quarterly to share stories, swap ornaments and play games. Terry and Tom also throw in special surprises to keep things exciting.

The club also has a more serious side. In fact, last year they raised over \$1,000 for Toys for Tots and plan on doing it again this year. They also plan to volunteer at area nursing homes and animal shelters. *FK*

## Get more insider info online



Think you know Sharon Visker?  
Try to guess what's missing  
from her workspace at  
**[Hallmark.com/SharonsBooth](http://Hallmark.com/SharonsBooth)**

Keep up with exclusive news at  
**[KOCmembers.com](http://KOCmembers.com)** and check back  
often for the latest updates.



# FOR KEEPS

Look inside  
for your  
*exclusive*  
news!



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

## November 6–15

### Holiday Open House KOC Exclusive Ornaments

Stop into Holiday Open House and get **Steeped in Spirit**, the prequel to the new 2016 series, Tea Time. Plus, we're introducing a full-size Lionel® Train inspired by Ken Crow's Toymaker Santa series.



## December 4–6



Pick up the last  
11 ornaments of  
2015 at the Gift  
of Memories Event.

## December 31

### In-store Signing submission deadline

Don't miss this amazing opportunity  
for a chance to have a Hallmark  
Keepsake Artist visit your store!



*Keepsake Moments*  
happen every day.

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

#KeepsakeIt

*Did you forget to order the KOC membership extra exclusive ornaments when you joined?*

If so, you can still call **1-800-HALLMARK** to place your order.