

VOLUME SIXTEEN | ISSUE ONE | WINTER 2017

For Keeps

30
years
OF MAGIC

**NEW CLUB
BENEFITS
FOR 2017**

**SNEAK PEEK
STUDIO
ORNAMENT**


KEEPSAKE
ORNAMENT CLUB

30TH ANNIVERSARY



It's going to be a magical year

Celebrating the 30th anniversary of KOC

FASTEN YOUR SEATBELTS, because 2017 is going to be an exciting ride! Get ready to experience magic like never before with extraordinary new Keepsake Ornaments coming in 2017.

STAR WARS™ STORYTELLERS

EXPERIENCE EXCITING and innovative technology with this unique collection of seven Star Wars™ ornaments, just in time for the 40th anniversary of the beloved saga.

Beginning with three ships this year, followed by two each in 2018 and 2019, the ornaments interact to tell the story of *Star Wars™: A New Hope™*

by performing five major scenes with actual dialogue and sound effects from the movie, all with a corresponding light show. Just push a button on any Star Wars™ Collection ornament and it will send out a signal to determine what other ornaments are nearby. Then sit back and enjoy the show.



If you have only one ornament, you can count on being entertained. But with all seven ornaments together, you'll get an amazing 10-minute performance.

Keepsake Artist Robert Hurlburt, who is sculpting all seven ornaments, is excited to say the least: "My tree is going to be turned into an interactive Star Wars™ story. This is wild!"

OH, WHAT FUN!

WITH LIGHTS and sounds and music playing in so many iterations, get ready for an unbelievable light show happening right on top of your tree.

"I blended my concept with something Ken Crow had done in the past, so I want to pay homage to Ken," says Robert Hurlburt.

"The center section turns and has little openings that project the Mickey silhouette onto the ceiling and change colors, too. Then there are colors that shoot up the tower, and those interact and play."



There's a lighted tree skirt that coordinates with the topper, too. Ruth Donikowski gave it the same characters and sleigh, and together they're just wonderful, says Robert. We can't wait for you to see them both in this year's Dream Book!

SANTA'S CHRISTMAS CLOCK



KEN CROW is really excited about his Santa's Christmas Clock tabletop decoration, and rightfully so.

"This clock does everything! It tells time, Santa comes out and rings a bell on the hour, and then the toys come out and spin as it lights up and plays music. It even has a remote control!"

If you love cuckoo clocks like Ken, you won't be able to get enough of the sound effects, gears and clicks.

"I love that way back when, somebody thought to make something so fun, whimsical and mechanical. If I lived back then, that's what I'd be doing; I'd be a clockmaker," says Ken.

KEN'S CHRISTMAS CAROUSEL

1ST IN THE SERIES

IT WAS OBVIOUS to Ken Crow what the first miniature carousel in his new three-part series should be.

"I thought, 'What would make the best Christmas carousel?' It's a natural to have Santa and his reindeer because they fly!"

Ken's carousel is mechanical, so as you hold the cage and twirl the knob, the center core turns and the characters go up and down at different times like a real carousel.

"This is about as small as we could possibly make it. And I want to give a lot of credit to the



engineer because this isn't just me sculpting something. A big part of the fun is working with an engineer and he'll say, 'You know, you can't do that,' and I'll say, 'Let's find a better way,' and quite often you'll come up with something you never even dreamt you could do."

SCARE UP HALLOWEEN MAGIC

SET THE MOOD with magical light and sound, now added to these Halloween Keepsake Ornaments.



A. THE GREAT PUMPKIN RISES — THE PEANUTS® GANG

See the moon illuminate and Snoopy's silhouette appear while you hear dialogue from this classic scene.

B. MYSTERIOUS MANOR

Connect this ornament to the Magic Cord to see it light up.

So much to celebrate

NOT ONLY is 2017 the 30th anniversary of the Keepsake Ornament Club, it's also the 30th anniversary for a few of our artists and a very special series, too.

ROBERT CHAD

ROBERT CHAD BEGAN his career at Hallmark with the start of Mary's Angels, which celebrates its 30th anniversary this year, too.

"This job has gone way beyond any job I could have ever imagined. When I started, I was one of the youngest people in the studio and now I'm the oldest male," says Robert.

Through the years, he has always strived to make each ornament something special.

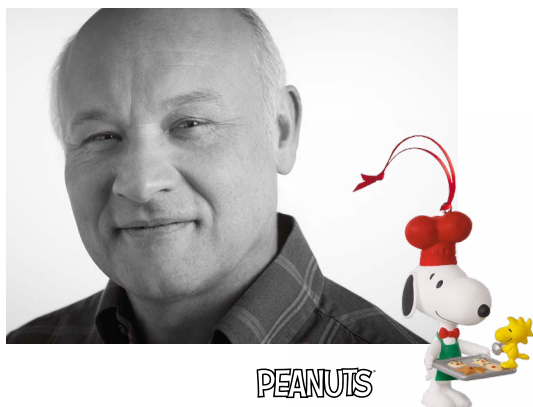


30th in the Mary's Angels series

TRACY LARSEN

AS A PRESCHOOLER, Tracy spent a lot of time with cartoons—but instead of just watching them, he studied them. He spent his childhood drawing characters from *The Flintstones*™ and *Peanuts*® and sculpting them. His second year in the Keepsake Studio, he started sculpting the Spotlight on Snoopy series and has been ever since.

"This series has been a good friend of mine. It's the one ornament I do every year that I am absolutely confident people will love," says Tracy.



20th in the Spotlight on Snoopy series

ANITA MARRA ROGERS

THIRTY YEARS AGO, Anita was invited by a fellow artist to see what Hallmark artists were working on. She tried her hand at one, and as soon as her friend saw it, he told her that her career had begun.

"My 30 years with Hallmark have been the best years of my life. Not only do I love my job, but I also love my Hallmark family. So many of my coworkers, and also collectors whom I have met over the years, have become family to me," says Anita.



27th in the Puppy Love series

Look who's coming to town

IF YOU PLAN to attend the KOC convention in August, you can look forward to a signing event like never before, where you'll have the opportunity to have every artist sign the studio piece available for purchase. It's a very special studio piece, too, just in time for the club's 30th anniversary. As one of our premium ornaments,

it's crafted from fine porcelain and features a classic depiction of Santa's sleigh piled high with gifts, each one designed by a different artist. Only 1,800 will be available this year, one for each registered attendee at the convention. Plus, it won't be repainted next year, so snag it while you can!

SAVE THE DATE

April 3	Convention registration opens
August 4-5	2017 KOC Convention, Sheraton Crown Center, Kansas City

► Find registration details and more | KOCEvents.com

SANTA CLAUS, TOO

No sleigh is complete without Santa. That's why we created this club-exclusive companion ornament to go along with the studio piece. It's one of this year's membership ornaments, so make sure to get it when you renew your membership.



Santa's Sleigh

Contributors: Design Concept and Art Direction: Edythe Kegrize. Art Color and Technical Team: Jennifer Swanson, Susan Wieland, Lisa Vogel and Nita Obbink. **A.** Sharon Visker. **B.** Tracy Larsen. **C.** Jake Angell **D.** Joanne Eschrich **E.** Ruth Donikowski **F.** Tammy Haddix **G.** Tom Best **H.** Nina Aubé **I.** Ken Crow **J.** Nello Williams. **K.** Debra Nielsen **L.** Kristina Gaughran **M.** Rodney Gentry **N.** Anita Marra Rogers **O.** Terri Steiger **P.** Edythe Kegrize **Q.** Orville Wilson **R.** Matt Johnson **S.** Robert Chad

Be a part of the Keepsake Ornament family

WHEN YOU JOIN the club, you become family. And this family comes with perks like exclusive ornaments, a members-only online community, an unlimited video streaming subscription and more!

MEMBERSHIP ORNAMENTS Choose your favorite ornaments to kick off your membership.



Santa Claus



Lavender Luxe
Barbie™ Ornament



Christmas Window 2017
15th in series



Inside Story
2nd in series

EXTRA EXCLUSIVES Available only to members, these ornaments are fun add-ons to your membership.

BONUS!
100 will be
signed by the
artists—will
yours?



Santa's Workbench



Benny M. Merrymaker

MINI

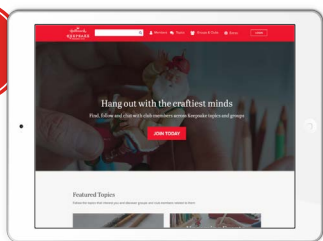


Buy all **six club
ornaments** and earn

1,000
BONUS POINTS

See details on flap.

NEW!



KEEPSAKE COMMUNITY

NOW YOU CAN connect with people who share your passion for Keepsake Ornaments and interact with artists like never before! With your membership, you will be part of an exclusive members-only digital community where you can make new connections, talk to artists, get exclusive content and find sneak peeks—all year round. Plus, we'll be adding more exciting features, including a marketplace where you can buy, sell and trade ornaments!

NEW!



VIDEO STREAMING SERVICE



+

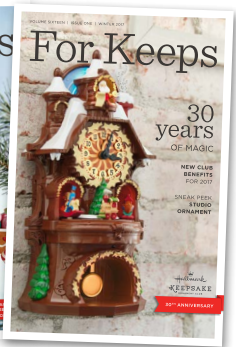
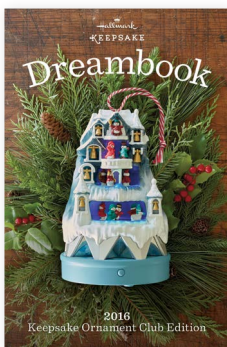


COMING SOON, you will be able to watch new Keepsake videos with your free Feeln subscription. In the meantime, go ahead and start streaming family-friendly movies like your favorite Hallmark Hall of Fame movies, classic Hollywood films, year-round Christmas movies and more—anytime and anywhere you want!

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► Learn more about the Keepsake Ornament Club | Hallmark.com/KeepsakeOrnamentClub

SPECIAL DELIVERIES Club-exclusive **Dream Book** and quarterly **For Keeps** newsletters.



IN-STORE KOC EXCLUSIVES Enjoy special event releases throughout the year.

Access to **in-store club exclusives** at Keepsake Ornament Premiere and Keepsake Ornament Debut events



Wicked Witch of the East™
Madame Alexander
Ornament Premiere



Scotland
Santas From Around the World
Ornament Debut

Free ornament for shopping at Keepsake Ornament Premiere Event



A Glistening Gift for You

AND MUCH MORE Take advantage of all the membership perks you've come to love.

Attend the **KOC Convention** in Kansas City

Opportunities to interact and connect with **Keepsake Artists**

Access to limited number of **Comicon-exclusive ornaments**

► Learn more and join online | Hallmark.com/KeepsakeOrnamentClub

Renew by March 15 and earn

500
BONUS POINTS

-OR-

Renew after March 15 and earn

250
BONUS POINTS

+

Renew online (U.S. only) and earn an additional

250
BONUS POINTS



See details on flap.

► Not a Crown Rewards member? Join now | Hallmark.com/Crown Rewards

Six-Part Cookie Cutter Series

Look for a new release each month, starting now, in this six-part spin on Nina Aubé's beloved cookie cutter series.



**Be Mine,
Cookie Cutter Mouse!**
1st in series



**Happy Easter, Cookie
Cutter Mouse!**
3rd in series



Cookie Cutter Vacation
6th and final in series



Cute Chicks



All Abloom



Spring Takes Flight

Spring Ornament Collection

Start a new springtime tradition with this beautiful collection by Sharon Visker and Edythe Kegrize, who wish you a "hoppy" spring!

Save the Date

FEBRUARY 1

2017 KOC membership registration opens

APRIL 3

KOC Convention registration opens

JULY 15-23

Keepsake Ornament Premiere Event

AUGUST 4-5

2017 KOC Convention, Sheraton Crown Center, Kansas City

OCTOBER 7-15

Keepsake Ornament Debut Event

DECEMBER 1-3

Keepsake Ornament Gift of Memories Weekend Event



Join the Keepsake Ornament family



2017 MEMBERSHIP ORNAMENTS

- **NEW!** Members-only online community where you can connect year-round with fellow fans and Keepsake Artists and get insider news straight from Hallmark. Plus, Keepsake Ornament marketplace coming soon!
- **NEW!** Unlimited video streaming subscription service with your favorite movies, plus new Keepsake Ornament videos coming soon!
- Access to six club-exclusive ornaments, convention-exclusive ornaments and in-store club exclusives, too
- Free ornament for shopping at Keepsake Ornament Premiere Event
- Four quarterly issues of For Keeps newsletter with behind-the-scenes interviews, sneak peeks and more
- Collectible, club-exclusive version of this year's Dream Book (U.S. only)

► Learn more and join online | Hallmark.com/KeepsakeOrnamentClub



See details on back.

Buy all six club ornaments and earn

1,000

BONUS POINTS

+

Renew by March 15 and earn

500

BONUS POINTS

-OR-

Renew after March 15 and earn

250

BONUS POINTS

Renew online (U.S. only) and earn an additional

250

BONUS POINTS

► Not a Crown Rewards member? Join now | [Hallmark.com/Crown Rewards](http://Hallmark.com/CrownRewards)

A message from Don Hall



THIS YEAR MARKS the 30th anniversary of the Hallmark Keepsake Ornament Club, and we couldn't be happier to have you as a member of the Hallmark family.

During the holidays, my own home is decorated with Hallmark Keepsake Ornaments. Each one has special meaning to me as they bring forward so many wonderful memories. Among my favorites are ones given to me by my children that reflect our shared stories over the years, like my continuing attempts to play golf. Every time I look at our tree, I treasure the wonderful scrapbook of memories it holds, reminding me of the blessings of home, family and traditions.

I know you understand this. Keepsake Ornaments speak to what's universal in the human heart and help us preserve memories, commemorate milestones and nurture relationships.

We cherish our relationship with you. Your enthusiasm fuels ours, and we look forward to celebrating the 30th year of this wonderful club with you in the months ahead.

Sincerely,

A handwritten signature in black ink that reads "Don Hall". The signature is written in a cursive, flowing style.

Don Hall
Hallmark CEO