



For Keeps

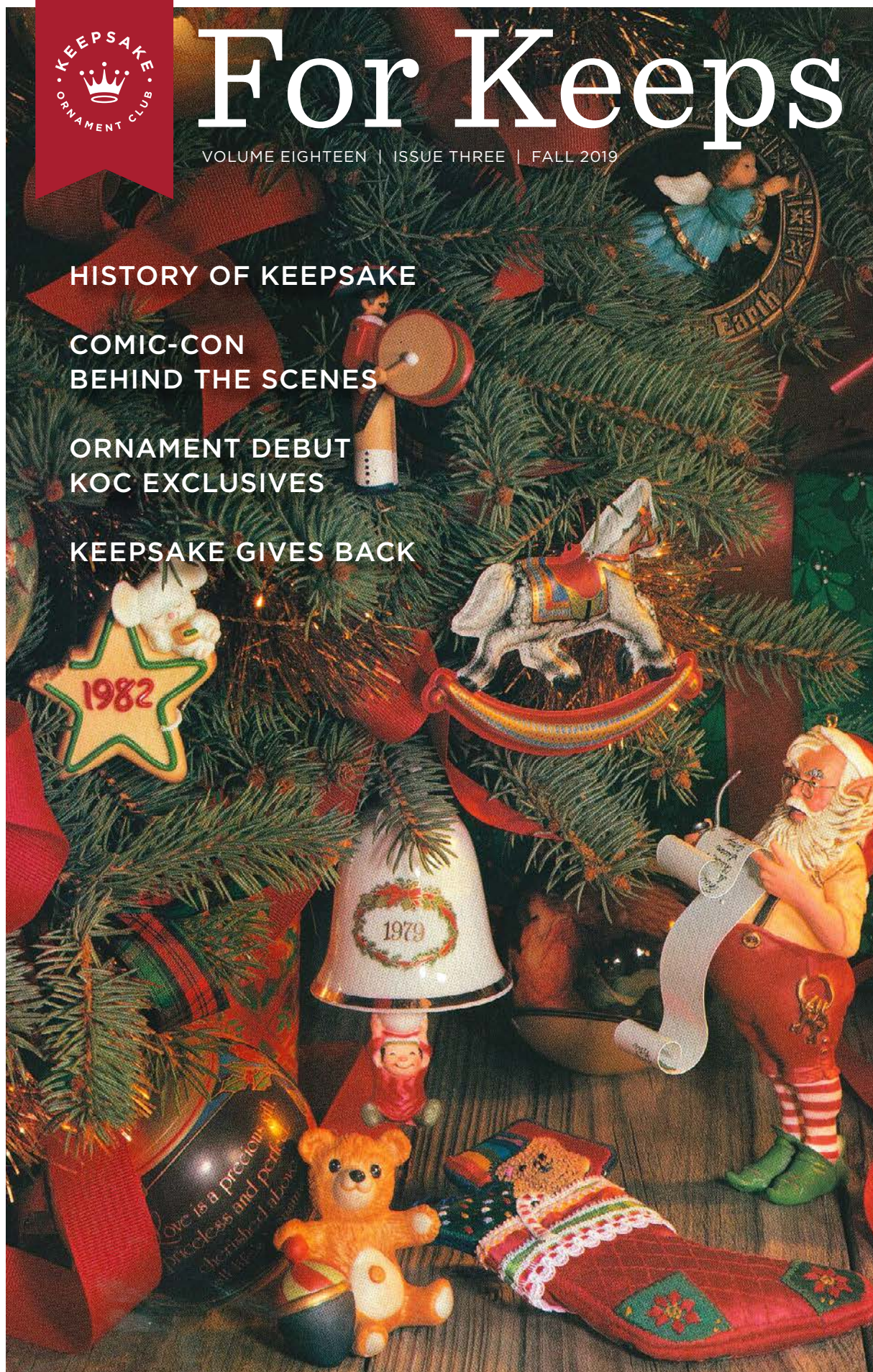
VOLUME EIGHTEEN | ISSUE THREE | FALL 2019

HISTORY OF KEEPSAKE

COMIC-CON
BEHIND THE SCENES

ORNAMENT DEBUT
KOC EXCLUSIVES

KEEPSAKE GIVES BACK





It all started with a good yarn

WITH THE INTRODUCTION of 12 yarn figures and six glass ball ornaments in 1973, Hallmark did more than introduce a new line of ornaments to the world. It ignited a passion for collectible ornaments that's been going for almost 50 years. Featuring attention to detail and a unique approach to craft, these first ornaments were a huge hit. Since their debut, the Keepsake Ornament collection has

grown to more than 8,500 ornaments. One of the most important parts of the Keepsake Ornament story has been the fans. Which is why in 1987, Hallmark introduced the Keepsake Ornament Club—giving members the opportunity to connect, collect and build a community around the ornaments that bring them so much joy.

1979 —





1975

1976



1977



1978



1981



1982



1983



Ornament Debut KOC exclusives

Available in store or online beginning October 5.



Ken Crow
**KEEPSAKE
ARTIST**

"I just want to make things come alive," said Keepsake Artist Ken Crow about his initial inspiration. From turning his toys into puppets to crafting exquisite marionettes, Ken has always been driven to give his creations a sense of movement—even when they're sitting still. And while this Disney Mickey Mouse does actually move, it's Ken's ability to sculpt life into his pieces that makes them truly special.

Mickey Marionette
Disney Mickey Mouse QXC5389



It's all in the details

Visiting the Kansas City Ballet inspired Keepsake Artist Edythe Kegrize to create a "wonderfully reflective and glittery" ornament. Read more about it in your *July For Keeps* or on Keepsake Community.

Sugar Plum Fairy
1st in the Nutcracker Sweet five-part series.
QXC5388

By fans, for fans



FOR SOME KEEPSAKE ORNAMENT COLLECTORS, there's no event more exciting than Comic-Con® International. This gathering brings together pop culture fans from all over to celebrate their love of movies and TV shows...and to hunt down unique collectibles. Kevin Dilmore and Christine Taylor from our PopMinded team can usually be found at these events and get to see firsthand what Hallmark means to fans and collectors.

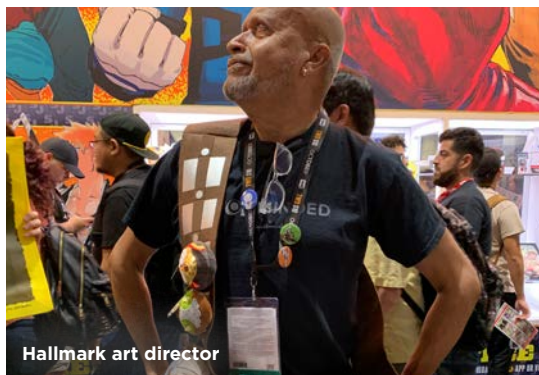
According to Christine, "Keepsake started sci-fi ornaments with *Star Trek* and *Star Wars* in the '90s. That was born and bred out of artists who were big fans of the characters and movies. They continue to be created by fans to this day."

For attendees, the event is about more than just unique collectibles. It's about the camaraderie of people like Kevin and Christine. As Kevin put it, "One of the things that the fans enjoy when

coming to the PopMinded booth is that when they ask a question or make a comment about something being cool, those of us who work the booth know enough about what they like that we can surprise them with an inside joke, a quote from that movie, an 'If-you-liked-this, did-you-see-this?' suggestion."

As Keepsake Ornament Club members, you already know how much joy these unique ornaments can bring. But for people who aren't in the club yet, it's not uncommon for our Comic-Con exclusives to bring a smile to people's faces.

"I always say, 'Well, of course you feel good. This is Hallmark.'" said Kevin. "They laugh, but they know it's true. That if anybody in that building is going to give them just a moment of feeling a little better, as close to a hug as we can get, it's going to be us."



Convention exclusives available for KOC members only October 7 on Hallmark.com



Iron Spider
QMP4106



A Wild Ride on Endor™
Star Wars™: Return of the Jedi™
QMP4103



I.S.S. Enterprise™
STAR TREK™
QMP4104

Be sure to visit
BandOfAngels.org to learn
more about the program.



The art of caring

SINCE 2010, the not-for-profit organization Band of Angels has been on a mission to provide support for children who wish to study music but don't have the financial means to do so. And some of your favorite Keepsake artists decided to use their creative talents to develop some truly unique pieces to help children realize their own creative potential.

Sponsored by Hallmark, the Art That Blows event helps raise funds for Band of Angels by auctioning off original artwork created from nonfunctional instruments. For the past 5 years, Keepsake artists have been a part of this amazing project. This year, Joanne Eschrich, Debra Nielsen, Sharon Visker, Tammy Haddix, Robert Hurlburt and the late Steve Goslin used their time and talents to change the world for some very deserving children.

For Robert, escaping from the small-scale of Keepsake Ornaments and bringing his vision to life on a larger scale felt like a “total breakaway” from his day-to-day work. Beyond the creative freedom this project offers artists, it was the impact their work made that mattered most to them. “I find it such an inspiration to create something that will make enough money to send these kids to camp,” said Tammy.

While our Keepsake artists worked hard to create these charitable pieces, it's important to remember that making a difference in people's lives isn't just about being an artist. It's how you turn your caring spirit into a work of art that can change someone's world.

Share how you and your local club are giving back with **#CareEnough** on Keepsake Community and Facebook.

► Check out the series of videos on
Band of Angels at **Facebook.com/HallmarkKeepsakes**



Artists:
Joanne Eschrich & Robert Hurlburt



Artist:
Tammy Haddix



Artists:
Debra Nielsen & the late Steve Goslin



Artist:
Sharon Visker

Clubs with a caring spirit

Read about a few clubs who are as passionate about caring as they are about collecting.



THE GATEWAY COLLECTOR'S GUILD ST. LOUIS, MO

This St. Louis-based club is passionate about more than the Keepsake Ornament community. They're also passionate about their own community. They dedicate time and resources to help out Toys for Tots each November, an area food pantry called Feed My People each June, and the Hancock School District each August. Their work with the Hancock School District has been instrumental in supplying students from low income families with the supplies they need to start the school year successfully. In fact, their work has been so important to the district that they were recognized by the district board last fall.



THE HOLIDAY EAST COLLECTOR'S KLUB PITTSBURGH, PA

Whether it's in their hometown or across the country, the Holiday East Collector's Klub (HECK) never shies away from a chance to help others. Just this past spring, they collected and donated almost 200 seed packets for the Foodways Program at the Hindman Settlement School in Kentucky—which provides student-grown food for the community. And on the local front, they collected supplies for local animal shelters and delivered cookies to a local veteran's hospital and many other deserving charities. Between it all, they still find time to collect their favorite ornaments and spend time with one another to build their own Keepsake community.

SHARE YOUR CLUB'S CARING SPIRIT

How do you give back to your community?
Share your stories and ideas on [KeepsakeCommunity.Hallmark.com](https://www.KeepsakeCommunity.Hallmark.com)

SAVE THE DATE

OCTOBER 5-13

Ornament Debut

NOVEMBER 8-17

Holiday Open House

NOVEMBER 5

2020 KOC enrollment opens

DECEMBER 3-8

Gift of Memories