



Celebrating
35 years!

For Keeps

VOLUME TWENTY-ONE | ISSUE THREE | FALL 2022



ORNAMENT DEBUT DETAILS
YOU DON'T WANT TO MISS

A FAREWELL FEATURE WITH
BELOVED ARTIST TOM BEST

THE INSIDE SCOOP ON
GNOME FOR CHRISTMAS #2

Ornament Debut is ready for you!

This exciting event will be here before we know it.

Here's all you can look forward to.

1

TWO EXCLUSIVE ORNAMENT RELEASES

Cookie Jar Surprise and Mouse King, 4th in the Nutcracker Sweet series, will be available for purchase only to club members like you.



Cookie Jar Surprise is available in two unique colorways and holds these sweet minis!



2

BIG BONUS POINTS

Stock up on new ornaments and earn the best Bonus Points of the season while you're at it! Don't forget to use your KOC membership number when you check out.



CROWN REWARDS

Make room for extra rewards!

Earn 100 Bonus Points for every Keepsake Ornament you buy, plus get extra Bonus Points for every 5 ornaments, up to 15.

ORNAMENTS PURCHASED	5	10	15
CROWN REWARDS MEMBERS	1,500 PTS \$5 <small>TOTAL REWARDS</small>	3,000 PTS \$10 <small>TOTAL REWARDS</small>	4,500 PTS \$15 <small>TOTAL REWARDS</small>
KEEPSAKE ORNAMENT CLUB MEMBERS	3,000 PTS \$10 <small>TOTAL REWARDS</small>	4,500 PTS \$15 <small>TOTAL REWARDS</small>	6,000 PTS \$20 <small>TOTAL REWARDS</small>

Valid 10/7-10/16. Details on back.

3

EARN A FREE ORNAMENT

With your \$100 Hallmark Keepsake purchase, you'll receive this Snowtop Lodge Special Edition ornament for FREE. Non-KOC members are eligible, so tell your friends! *Details on back.*

FREE

Snowtop Lodge Special Edition Keepsake Ornament

with \$100 Keepsake purchase
(Reg. \$21.99)
Valid 10/7-10/16. Details on back.



4

EARLY SHOPPING

Visit participating stores with your Early Shopping Pass, included in this mailer, so you can shop all-new ornaments (even limited quantities!) and access promotions an entire day before anyone else—Oct. 7!



DID YOU KNOW...

When you submit your Wish List at Hallmark.com/WishList, your ornaments will be bagged and ready to pick up during the event at the Gold Crown store you choose. *While supplies last.*

For extra details about this exciting event, visit:
Hallmark.com/OrnamentDebut

The Best of times

Reminiscing on Tom Best's
40-year Hallmark career.



Hundreds of sketches, dozens of ornaments and oh-so-many memories—that's the legacy Tom Best will leave behind when he retires on December 28, the date of his 40th anniversary at Hallmark.

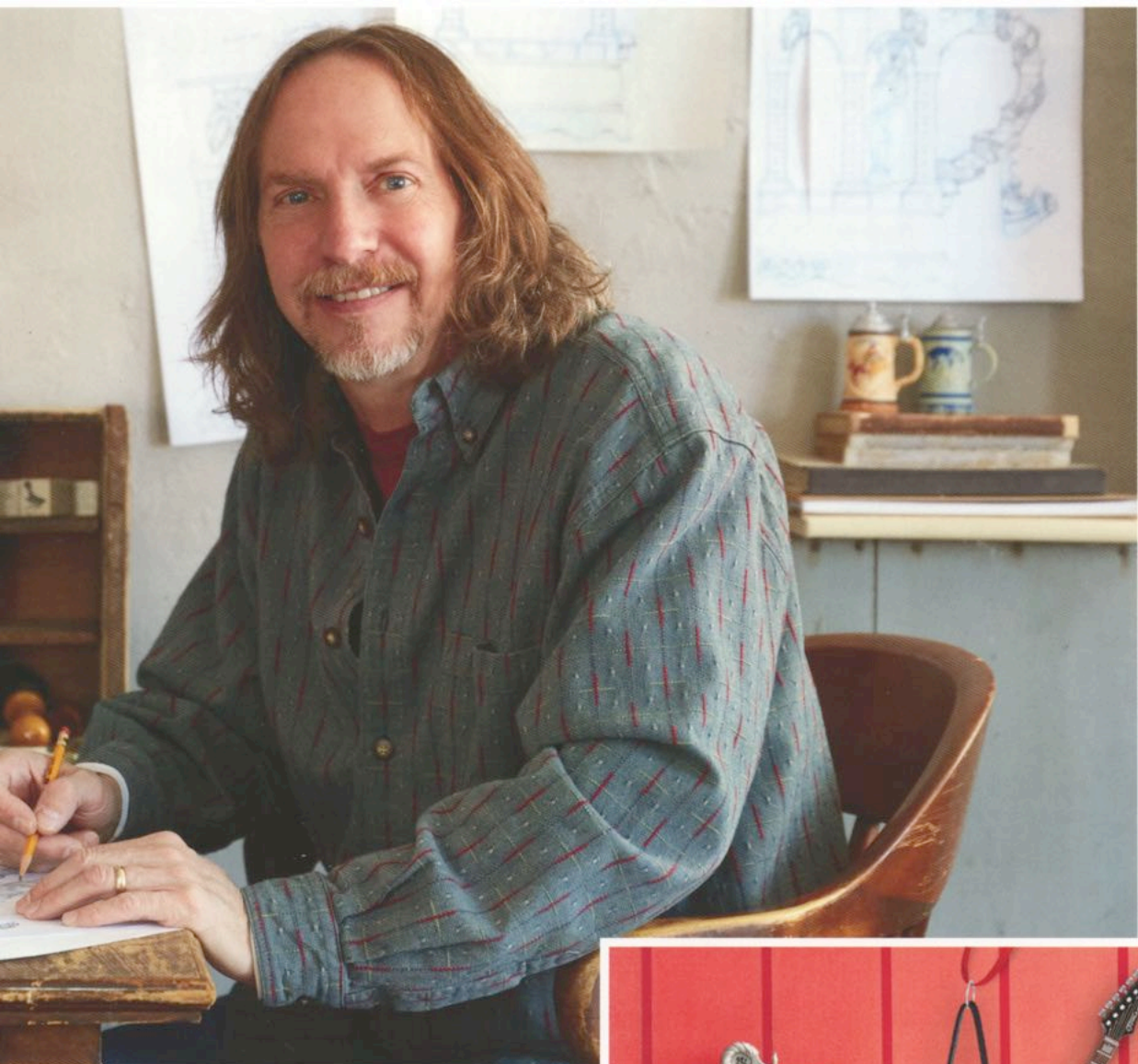
Although Tom began as a card illustrator in 1982, he decided to take his career from “two dimensions to three” and become a Keepsake artist in 2003. We're so glad he made the switch—and Tom is, too.

“Being a lifetime lover of toys and all things miniature, creating characters, scenes and stories you can hold in your hand sounded perfect!”

Looking back, Tom says, it would be impossible to choose just one “best day of work ever!” moment, but he's loved traveling for research and signing events. He's been all over the country, including Alaska, and even got to pitch ornament ideas to the top designers of Hot Wheels.

“If my 10-year-old self could have dreamed of that, oh, boy—now that was a good day at work!”

And just like he can't pick one favorite memory, Tom can't pick just one ornament either, so a few of his favorites are pictured to the right! On the topic of ornaments, Tom assures us he is leaving all his projects in very capable hands: “Like time itself, Don Palmiter's ‘Houses and Shops’ series will



march on! Rodney and I have collaborated for a few years and have completed new ornaments through 2024." Tom also says that he's finished the 2023 and 2024 Beer Stein ornaments. As he looks to retirement, Tom says he's most grateful for all the friendships he's formed and all the memories, too.

"Let me say how grateful I am to Hallmark and to all of you collectors and fans. You have my sincere thanks for all your warmth, kind words and support. I am truly appreciative!"

Tom Best



*Best Bucks
2008*

*Rock And Roll
All Nite
2020*

*Santa's Reinbeer
2018*

What's gnext for Gnaughty and Gnice?

A look inside the series with Keepsake Artist Gregor Benedetti.

Our festive friends are up to their adorable antics again in Gnome for Christmas #2! For this ornament, Gregor Benedetti says he was inspired by something close to his heart—and yours!



"I met hundreds of enthusiastic ornament collectors at the 2019 KOC Convention. There was nonstop chatting, shaking hands, smiling and taking photos, for hours and hours. It was wonderful," he says.

"So this ornament is my love letter to the KOC fans."



Gregor sketched Gnaughty and Gnice as KOC members happily toted around real tinsel and tiny ornament boxes. If you look closely, you'll also see Christmas balls, carefully molded and painted translucent to get a glassy finish. Although, a few might be broken...any guesses how that happened?



Gregor says he's so grateful for all the love on his first-in-series ornament, and he's excited for the future.

"You may see some decorative accessories, playful plush and I'm hoping all the sweet gnome sisters soon," he says.

"Now I'm just waiting for the Hallmark Channel to make a Christmas romance about a hunky Hallmark designer finding love while bonding over cute gnomes!"



Nutmeg

Cinnamon

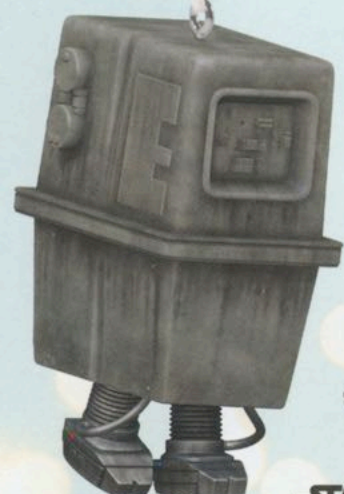
Peppermint

Ginger

Clove

Hallmark
KEEPSAKE

Gregor Benedetti



**STAR
WARS**

*Press the button to hear
sounds from the film*



MARVEL



**BBC
DOCTOR
WHO**

*Press the button to hear
sounds from the show*

Exclusive fan convention ornament release!

10 a.m. CT December 6

Online only at [Hallmark.com/ConventionOrnaments](https://www.hallmark.com/ConventionOrnaments)

We're so excited to release these exclusive fan convention ornaments, available for purchase only to you as a benefit of Keepsake Ornament Club membership. Mark your calendars because these ornaments are available in extremely limited quantities and they'll go fast!

*Available only at [Hallmark.com](https://www.hallmark.com) while supplies last. Limit one of each design per customer.
Canadian members, call 1-800-HALLMARK to order.*

Pens & pals

A behind-the-scenes look at the 2022 Virtual Keepsake Artist Signing Event.



In June, we released Mrs. Claus's Sewing Cabinet! This special ornament, now sold out, was designed by every artist in the Keepsake Studio, and each one featured two random artist signatures.

Here's how it happened: Over the course of four days,

we gathered small groups of artists together. As they laughed and told stories, they each signed their name 750 times—except for one artist, who

accidentally signed an ornament *twice*, totaling 751 signatures! We'll keep the artist's name a secret, but let us know if you're the owner of this rare ornament!

Every year, it's a challenge to find a reliable pen that leaves a crystal-clear signature on the ornament's unique surface. Luckily, this year's worked wonderfully, and most artists needed only two pens total. The other challenge was keeping Tom and Rodney out of trouble...we tried our best!

Countless smiles and 7,500 ornaments later, we were finished. It's a long process, but you know what they say: Time flies when you're having fun!



Save the date

Keepsake Ornament Debut Event | October 8-16 (KOC Early Shopping on October 7)

2023 KOC Open Enrollment | November 2

Exclusive Fan Convention Ornament Release | December 6 (online only)

OFFER DETAILS: Bonus Points: Valid 10/8/22-10/16/22 while supplies last only at participating Hallmark Gold Crown stores in the U.S.A. and Hallmark.com. (Also valid 10/7/22 in store only with Keepsake Ornament Club Early Shopping Pass.) Use your Crown Rewards card/number to get 100 Bonus Points for every Keepsake Ornament you buy. Earn extra Bonus Points at 5, 10 or 15 ornaments, with a maximum of 3,000 extra Bonus Points for Crown Rewards members and 4,500 for Keepsake Ornament Club members, whether in store or online. See full Bonus Points details at Hallmark.com/DebutRewards. No cash value. Points will be credited automatically and can be verified at Hallmark.com/MyCrownRewards. **Snowtop Lodge Ornament:** Valid 10/8/22-10/16/22 while supplies last only at participating Hallmark Gold Crown stores in the U.S.A. and Hallmark.com. Hallmark.com orders require U.S. billing and shipping addresses. Consumer is responsible for any applicable sales tax, shipping and handling. Limit one per customer. Not valid on gift card purchases, postage stamps or past purchase. Keepsake Ornament Club members valid beginning 10/7/22 with Early Shopping Pass. Net purchase, after deduction of other offer(s) (including Reward/Bonus Dollars on Hallmark.com), must be at least \$100.00. \$225 must be spent to receive both the Mercury Glass Fresh-Cut Pine Candle and Snowtop Lodge Keepsake Ornament Free. See store for any additional exclusions. © & ™ LucasFilm Ltd. © 2022 MARVEL BBC logo™ and © BBC 1996. Doctor Who logo™ and © BBC 2018. Dalek image © BBC/Terry Nation 1963. Licensed by BBC Studios. ™ Hallmark