What will you KEEPSAKE this year?

For Keeps

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PREMIERE CELEBRATES 50 YEARS OF BARBIE™

For many Keepsake Ornament collectors, Ornament Premiere is the party of the year. This year there's another big reason to attend: Barbie® is turning 50. Keepsakes is commemorating the occasion with more than 10 Barbie™ designs, including nine that will appear for the first time at Ornament Premiere, July 11-12.

Keepsake Artist Patricia Andrews has sculpted Barbie™ ornaments since 1993, when the first Holiday Barbie™ Ornament entered the line. The look of Barbie has changed since that first design, Trish says.

"At first the ornaments exactly replicated the doll," she remembers. "Later, Mattel® wanted her to appear more human. So I began using realistic poses that truly add life to the designs."

Another change Trish recalls was the addition of fabrics, ribbons and other attachments, which she says helped soften the designs. The 1995 Solo in the Spotlight® Barbie™ Ornament was the first to include fabric—a pink scarf Barbie held.

The same doll is featured in a new way this year in the Barbie™ in the Spotlight Barbie™ Ornament and Runway Display Stand.

"The first time I sculpted Barbie™ in the Spotlight, she was a blonde, but this time I designed a brunette," Trish says. "And this year, she comes with a fantastic runway that features colored lights and a collage of vintage artwork. It's a great way to display the ornament year-round."

The 50 Years of Fabulous! Barbie™ Ornament is another one of Trish's commemorative designs. Barbie is shown in a beautiful golden dress with a real tulle skirt and lots of gold glitter.

"When I took the actual doll out of the box to use as a model for the ornament, glitter went everywhere!" Trish says, laughing. "Everyone who came by my desk left with glitter on them."

The Teen Age Fashion Model Barbie™ Ornament, another commemorative design, is a replica of the original doll and box issued in 1959. A coordinating Barbie's Boyfriend Ken™ Barbie™ Ornament—also in a replica of the original packaging—will join the line in October at Keepsake Ornament Debut and was sculpted by Julie Forsyth.



Capucine™ Barbie™ Ornament, $25.00
Barbie™ Fashion Model Collection
KOC excluisve ornament



Teen Age Fashion Model Barbie™ Ornament



50 Years of Fabulous! Barbie™ Ornament.

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KEEPSAKE MAGIC ORNAMENTS COMBINE ART AND SCIENCE

Ever wonder who puts the "magic" in Hallmark Keepsake Magic Ornaments? Ken Crow, master artist, and Ron Carlson, senior product development engineer, have been the masterminds behind dozens of Magic ornaments though the years, including this year's Magic Express, which celebrates 25 years of Keepsake Magic Ornaments.

While Ken dreams up concepts and designs, Ron determines the electrical and mechanical parts that bring them to life. The two collaborate using 3-D design software that lets them send proposals and ideas back and forth to each other's desktops.

"The artist usually gets all the credit for an ornament, but Ron's technical know-how is what makes a lot of my ideas a reality," Ken says. "As an engineer, Ron is always searching for ways to make his work better. That dedication has helped us come up with many new ideas."

"It's been a surprise and delight to get into this field—I came from designing automotive and aircraft instruments and injection molds," Ron says. "I've found that ornaments provide never-ending, mind-stimulating challenges."

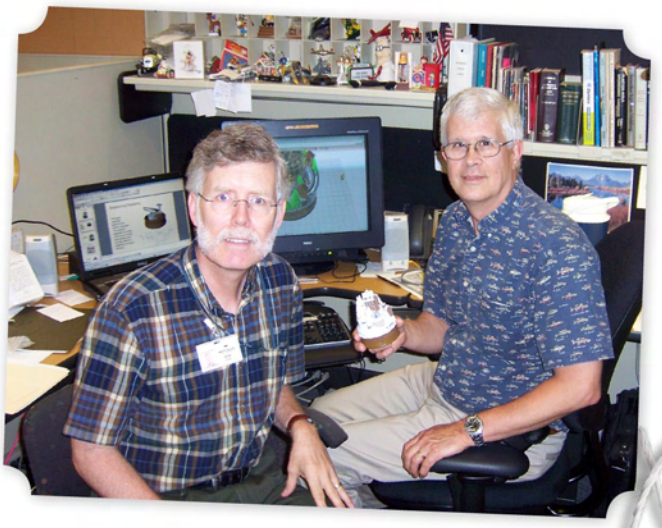
Ken likens their partnership to NASA. "It's like I'm in a spaceship going to the moon, but in order to get there, I have to keep checking back with Ron at mission control," he quips. "Ron guides me to my destination, determining how to get me there and back safely. He's also the one who discovers any issues we have. Things rarely work perfectly the way we want the first time."

Together, Ken and Ron usually spend about six months designing and working out the kinks before an ornament is ready for production.

"Ken and I go back and forth with a lot of what ifs," says Ron. "For example, I might suggest he enlarge a part to squeeze in the necessary electrical components on the inside. Often it ends up adding value when we have to look at something in a different way."

Over the last 25 years, Ken and Ron have seen a lot of changes to Keepsake Magic Ornaments—from the very first lighted designs to improvements in sound and movement. Now, they say, the possibilities for Keepsake Ornaments—and Hallmark —are endless.

"Hallmark started with flat artwork on paper," Ken says. "Then products like Keepsake Ornaments made the artwork dimensional. Now lighting effects, sound and motors are adding more life to Hallmark products. We're almost at the point where, if we can dream it, we can make it happen. If we all work together, I believe there's no end to what the future holds for Keepsake Ornaments."



"It's been a surprise and delight to get into this field."



Magic Express Ornament. If you look closely at this ornament, you'll see an "R" and "C" engraved on the large wheels. Ken added those letters on the wheels in tribute to Ron. The numbers "8409" on the train mark the 25 years of Keepsake Magic Ornaments: 1984--2009.

SCULPTORS BRING MARY HAMILTON'S ILLUSTRATIONS TO LIFE

You can find the artwork of Hallmark Master Artist Mary Hamilton on Keepsake Ornaments dating all the way back to the 1970s—first appearing on glass ball ornaments, and then as 3-D ornaments like the Mary's Angels series.

With such a long Keepsakes history, you may be surprised to learn that Mary isn't actually part of the Keepsakes team. Her Hallmark career spans more than 53 years, and she is best known for the warm and whimsical characters she paints for Hallmark cards.

While Mary continues to paint the images that have made her so popular with greeting-card senders, Keepsake Ornament Sculptors Robert Chad and Sue Tague bring her designs to life in 3-D.

"Mary was my manager and mentor when I first joined Hallmark 45 years ago," Sue says. "I trained under her in the 1960s, and we have stayed friends through the years. I admire her work and have a real feel for her characters." The 1999 Mary's Bears and 2001 Snuggly Sugar Bear and Skating Sugar Bear bell ornaments are among the designs Sue has transformed from illustrations into ornaments.

Robert sculpts the Mary's Angels series, now in its 22nd year, from a file of Mary's sketches . "At one point, Mary asked me what happened to the angel's feet that appeared in the first few designs," Robert says. "I had started hiding the feet under the gowns, but now that I know how much she likes them, I try to show them whenever possible!"

For Mary, it's great fun to see the new ornaments each year. "I enjoy seeing my designs come to life," she says. "I always look forward to seeing the next ornament in the Mary's Angels series. I have all of them, and I keep them up year-round on top of my piano."



Mary's original illustration that inspired the 2006 Mary's Angels ornament, Veronica

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Pricing Information*

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☐ One-year	**$30.95**	$25.00	$5.95
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*All prices quoted in U.S. funds.

Note: Credit card orders will not be billed until ornaments ship. If shipping to Canada, please add $5.00. Applications must be postmarked by December 31, 2009. Questions? Please call 1-800-HALLMARK.

Ordering Information:
You can join the Hallmark Keepsake Ornament Club:
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By fax–1-800-200-3400
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- Offer subject to change without notice.
- Ornament quantities are limited and are offered while supplies last.
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ORNAMENT PREMIERE TAKES COLLECTORS "SOMEWHERE OVER THE RAINBOW"

For 70 years, THE WIZARD OF OZ™ fans have followed Dorothy and Toto down the Yellow Brick Road through a magical world of singing Munchkins, flying monkeys and many other unusual and endearing characters.

This year, Hallmark is offering three Keepsake Ornaments commemorating the 70th anniversary of the release of the classic movie. They'll all be available starting at Hallmark Keepsake Ornament Premiere, July 11-12.

Perhaps no one is more excited about the ornaments than Jane Albright, board member of the International THE WIZARD OF OZ Club and the Keepsakes team's advisor on all things Oz. Jane is one of the preeminent collectors of Oz memorabilia in the nation, and her collection includes more than 30 Oz-themed Hallmark Keepsake Ornaments.

"I buy all THE WIZARD OF OZ Keepsake Ornaments each year," Jane says. "We Oz collectors look forward to them as much as Keepsake Ornament collectors. The Ruby Slippers [available in limited quantities during Ornament Premiere] look especially interesting. They truly capture the appeal and whimsy of the original designs."

Jane would know. She loaned the actual design drawings from the original shoes—part of her extensive collection—to Steve Goslin, the Keepsake artist who sculpted the design.

"I used glitter to represent the sequins that appeared on each shoe, but I added jewels on the bows since jewels appeared on the actual shoes," Steve says. "As an added touch, I put the iconic phrase 'There's no place like home' inside one shoe and the name 'Dorothy Gale' inside the other."

The collection also includes Somewhere Over the Rainbow, a Keepsake Magic Ornament that plays the song by the same name.

"I tried to capture the feel of the scene—even adding a natural material that replicates the hay under Dorothy's feet," says Anita Marra Rogers, the sculptor. "I used a bit of artistic license to depict the tender moment between Dorothy and Toto."

In the third design, The Wicked Witch of the West, sculptor Sharon Visker brought to life one of her favorite THE WIZARD OF OZ characters.

"I enjoyed the movie and watched it every year as a kid," she says. "Even though they were kind of scary, the Wicked Witch and the flying monkeys were my favorite characters. Living in Kansas makes you a lot more aware of the movie and makes you feel like you can always come home to Oz!"





Ornament Premiere Limited Quantity Ornament.
Dorothy's Ruby Slippers.



Somewhere Over the Rainbow.
Plays music from the timeless classic.

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Judy Garland as Dorothy from THE WIZARD OF OZ.

FACES OF KEEPSAKES: BECKY HOTTEL, SENIOR ARTIST



You may not know Becky Hottel's name, but you've almost certainly seen some of her work over the years at your local Hallmark Gold Crown store. In her 25-year career as an artist at Hallmark, Becky has designed cards, gift wrap and bags, illustrated a fold-out book and helped create many adorable stuffed animals, including last Easter's singing and dancing "Gotta Hop" Bunny.

And now, she's excited to be a member of the Keepsakes team.

"I love being a part of Keepsakes," Becky says. "Everyone made me feel so welcome when I moved into the department, and they are all so willing to help teach me about sculpting. They don't seem to mind when I ask lots of questions!"

In this year's Keepsake Ornament collection, Becky was responsible for Piano Prodigy, a sweet white mouse playing piano.

"Getting the assignment to create a critter playing the piano brought back so many memories," Becky says. "I spent many hours at our family's piano practicing during my childhood. I'm not sure I ever really mastered it, but I still plunk at the piano now and then, especially at Christmas time."

She also did the concept drawing for Soccer Is a Kick!, a leopard with a soccer ball sculpted by Sharon Visker.

Becky grew up on a farm in north central Missouri and has enjoyed bringing her two children, now ages 16 and 21, back to the farm for visits. She is a Girl Scout leader and relishes outdoor activities such as camping, fishing and skiing with her husband and children. The family also assists as crew members for friends who have a hot air balloon.

MEET A MEMBER: SHIRLEY HIGDON

Many collectors admit they have quirky rituals surrounding the Christmas season—and their Hallmark Keepsake Ornament collections.

Take Shirley Higdon, a collector in Friendsville, Md. Shirley takes all her ornaments out of their boxes and lines them up on the floor according to category: angels, snowmen, Santas and bears. Then she hangs them in order on her 9-foot Christmas tree. Last year, she put 484 ornaments on her tree. The whole process takes more than two weeks.

When the season ends—which could be as late as March in Shirley's home—she reverses the process, lining up all the boxes according to category and lovingly placing each ornament back in its original box.

"I love Keepsake Ornaments," Shirley says. "They look so real!"

Shirley began collecting Hallmark Keepsake Ornaments in the 1970s and has been a member of the Keepsake Ornament Club for almost 20 years. In fact, her collection of more than 600 designs contains some of Hallmark's original yarn ornaments.

Her favorite series include Mary's Angels and Cinnamon Bears. She also collects fire trucks for her husband, who was a volunteer firefighter, and Star Wars™ designs for her 27-year-old son. And one of her favorite possessions is a wreath she created for her son using photo-holder ornaments containing photos of him from infancy to high school.

Shirley especially looks forward to the arrival of her Dream Book every year. She usually picks up an extra copy at her local Hallmark Gold Crown store.



Shirley's son, David, in front of their Christmas tree.

"I keep one version nice and get the extra one to write in," she says. "I wear that Dream Book out, planning what my next purchases will be!"

If you live near Cumberland, Md., look for Shirley in the local Aber's Hallmark Gold Crown store during Keepsake Ornament Premiere this July. She'll be the one with the well-worn Dream Book and an armload of angels, snowmen, Santas and bears.

THE GRASS IS ALWAYS GREENER

When topped with a Keepsake Ornament, created by Diana McGehee.

Ornaments make great year-round gift toppers. Take the LA135 Limited Edition Lawn Tractor - by John Deere. Use a craft store papier-mâché box and cover it with artificial turf using carpet tape or hot glue. Add a burlap bow and tie the ornament to the lid with covered wire. (Punch two holes in the box top and use the wire to tie through the turf and lid so it will be secure.) Fill your box with any of the following items: work gloves, hat, sunglasses, clippers, a book on lawn care, gift card from Dad's favorite lawn care store or homemade coupons for free lawn mowing. The box can be kept on the garage shelf so gloves, sunglasses, hat and keys to the mower are easily found.

Not in to lawn mowing? How about a gift box covered in terry towel or chamois and filled with car care items, and topped with one of the great Keepsakes car ornaments?

Make a list of your gift events for the year and plan to get ornaments to use as package toppers. The possibilities are endless!

INSIDE:
Barbie™, Mary's Angels,
and THE WIZARD OF OZ™

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