

What will you
KEEPSAKE
this year?

For Keeps

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HALLMARK KEEPSAKE ORNAMENTS GET PERSONAL

If there was one way you could make Hallmark Keepsake Ornaments better, what would it be? For many collectors, the answer would be to personalize them.

So this year—in addition to adding a photo or recording your voice—the Keepsake team has dreamed up ornament tags and write-on ornaments.

“We have heard loud and clear that you want the ability to add names, dates and other personal information to Keepsake Ornaments,” says Marie Corbin, Keepsake Merchandise Manager. “Six new ornament tags—Mom, Dad, Daughter, Son, 2009 and a blank one you can write on—help you personalize almost any Keepsake Ornament just by hanging it from a metal tag. And five new Personalize-It ornaments let you write a name, date or special message right on the ornament, to make it uniquely yours.”

Each of the write-on ornaments and the write-on ornament tags come with four stickers so you can get your message or name right before applying it to the ornament or tag.

One new Keepsake artist is especially excited to see the write-on ornaments appear in stores this year. The Sledding Snowman design is one of Becky Hottel’s first ornaments in the Keepsake collection.

“This ornament reminds me of the many hours of sledding our family has done over the years,” Becky says. “My daughter, who is now in high school, still looks forward to that big snow each winter for sledding—and of course the possible snow day off from school!”

Terri Steiger worked on three of the designs—Family Tree, Baby Block and Snow Couple. “I especially like the Family Tree, which features a family of penguins stacked pyramid-style in front of a Christmas tree,” Terri says. “I thought it was a good solution for adding all the members of your family on an ornament, or you can include pet names, the year, or use any of the included designed stickers to complete it.”

The full collection of write-on ornaments and ornament tags arrives in Hallmark Gold Crown stores for Ornament Debut, Oct. 10-11.

Find the Keepsake Ornament that most reminds you of Mom (or Dad, Son, Daughter or another special person), hang it from an ornament tag and—voilà!—you have your own personalized memento.

Pictured here is Kitchen Queen with a personalized tag.



ORNAMENTS SOUND LIKE CHRISTMAS FUN

The sweet sounds of Christmas make an exciting addition to Hallmark Keepsake Ornaments. Beginning during Ornament Debut, Oct. 10-11, you can add these sounds to your holiday traditions with recordable Keepsake Ornaments and ornaments featuring Christmas music performed by the original artists.

Ornaments help record holiday memories

“The success of Hallmark’s recordable greeting cards and last year’s recordable ornament led us to expand our recordable ornament offering,” says Kristen Croft, Keepsake Associate Merchandise Manager. “We found that moms with young children especially are excited about the idea of capturing their children’s voices in ornaments they can keep for many years to come. Recordable ornaments also make meaningful gifts to family and friends across the miles.”



This year, five Keepsake Ornaments offer the recordable feature. Two of the designs play a Christmas song following the recorded message.

Rockin’ Around the Christmas Tree, for example, shows a snow family dancing around the

Christmas tree and plays the song “Rockin’ Around the Christmas Tree,” performed

by Davy Jones, followed by the recorded message. “My inspiration for this design was my own happy family,” says Anita Marra Rogers, who sculpted the ornament.

North Pole Karaoke features Santa and a snowman singing into microphones while a penguin enjoys

Rockin’ Around the Christmas Tree

the music. The scene frames a photo frame, and the recorded message plays after the song “We Wish You a Merry Christmas.” “This ornament gave me another way to share my love of music,” says Nello Williams, who composes music and plays guitar and keyboards. Nello also is known to strum the birthday song on his ukulele to celebrate his co-workers’ birthdays. “I especially enjoyed bringing to life my favorite character, Santa, as a singer!”

Music inspires whimsical ornaments

Another six ornaments in this year’s Keepsake Ornament line feature classic holiday songs performed by the original artists.

Jingle Bells plays a silly version of the song performed by The Singing Dogs. For dog-lover Katrina Bricker, sculpting this ornament featuring three howling dogs by a fire hydrant was a dream come true. She used her own family pet, Boof the Golden Doodle, as the inspiration for the center dog. “The mix of the

standard poodle and golden retriever makes Boof not only smart, but one of the most fun-loving, goofy dogs you’ll ever meet,” Katrina says.

“My kids have dubbed him ‘Boof the Poof’ because of all his curly fur!”

Jingle Bell Rock, created by Tom Best and Steve Goslin, plays the song performed by Bobby Helms. “We chose a 1950s-style guitar to match the decade the song was released, and we added silver jingle bells to the design,”

Steve explains. “It’s not exactly like any other guitar on the market; it’s truly a product of our imaginations.”

Steve says he and Tom are especially pleased the guitar turned out exactly how they envisioned it—with real strings and metallic-looking jingle bells, including one tiny bell nearly hidden at the top of the fret board.

Other songs featured in this collection are “Grandma Got Run over by a Reindeer” by Dr. Elmo, “I Want a Hippopotamus for Christmas” by Gayla Peavy, “Feliz Navidad” by José Feliciano, and “Have Yourself a Merry Little Christmas” by Frank Sinatra.



Jingle Bells



North Pole Karaoke

NEW ORNAMENTS ARE A "GLASS" ACT

If you're looking to add something different to your Hallmark Keepsake Ornament collection, check out the new glass ornaments, which make their first appearance at Ornament Debut. These beauties are unlike anything Hallmark has ever done before, featuring combinations of traditional blown glass, clear glass and handcrafted materials.

Terri Steiger created three of the designs—Wonder of Snow, Santa's Magic Touch and Notes of Joy. Each creation combines clear glass shapes with handcrafted figures on top. In Wonder of Snow, a snowman stands on top of a clear glass snowball and pours his own mixture of snow onto it. "Each character interacts with the glass," Terri explains. "I like that the words reinforce the designs, with Santa bringing



Wonder of Snow

'magic,' the angel signifying 'joy,' and the first snow evoking a sense of 'wonder.'"

For Edythe Kegrize, it was a chance to work with a material she loves and has treasured since her youth. Her three designs—Star of Bethlehem, Snowflake Season and The Winter Wreath—each feature a blown-glass frame with a clear-glass center and handcrafted design inside. "These ornaments remind me of one precious box of ornaments that my dad would retrieve from the attic each year, carefully opened to reveal the delicate glass treasures from my grandmother's tree," she says.

Nina Aubé sculpted one of the three figural ornaments, Santa's Arrival. It features a blown-glass Santa with a clear-glass belly and a handcrafted wintery home inside. "It was exciting to work in this new mix of materials,"

Nina says. "There's a softening process when blown glass ornaments are made, so you have to carve deeper details into your original sculpt than you would for a typical ornament. I sculpted the Santa solid, and then the clear-glass belly and inside scene were added during manufacturing. I love how it all turned out, and I hope collectors will be excited to add them to their family tradition this year."



The Winter Wreath

ORNAMENT CELEBRATES 60 YEARS OF PEANUTS

Hallmark Keepsake Ornaments is honored to kick off the national celebration of the Peanuts® comic strip's 60th anniversary with a commemorative Charlie Brown ornament, available beginning at Holiday Open House, Nov. 7, 2009.

The ornament depicts the original 1950s version of Charlie Brown, and the comic strip on the base of the ornament is dated Dec. 28, 1951.

"We chose to help celebrate this anniversary because we know how much our collectors love Peanuts characters," says Juli McGuire, Retail Merchandise Leader Keepsakes. "More commemorative ornaments will be available in the 2010 Keepsake Ornament collection as well."

The first Peanuts comic strip appeared Oct. 2, 1950, in seven newspapers. Charles Schulz

named his cartoon "Li'l Folks." Thinking the name was too close to others, United Feature Syndicate renamed it "Peanuts." Schulz drew every Peanuts comic strip (nearly 18,000 in all) himself and requested that no new comics be created after his death on Feb. 12, 2000.

Hallmark Gold Crown stores also offer coordinating Peanuts products during the holidays, including an animated plush Snoopy that sits at a piano and plays three Christmas carols while the piano lights up in sync to the music. Press a button on the coordinating Charlie Brown, Linus and Lucy plush characters to hear lines from the classic Peanuts holiday special.



Peanuts® 60th Anniversary
PEANUTS © United Feature Syndicate, Inc.

MEET A MEMBER: CHRISTY FESTGE

Trees and swags and wreaths. Oh my! Club member Christy Festge from Waunakee, Wisconsin, really knows how to decorate with her Hallmark Keepsake Ornaments!

Every Christmas season, she clears all the shelves and flat surfaces in her home and replaces the items with groupings of her favorite ornament series and themes. She hangs a variety of swags and wreaths decorated with Keepsake Ornaments as well as four full-size Christmas trees and several miniature trees to display the nearly 1,300 ornaments in her collection.

But her displays extend beyond Christmas. They include a Valentine's Day tree that showcases ornaments with red hearts, an Easter tree with Easter Keepsake Ornaments, a red-white-and-blue tree with patriotic ornaments displayed from Memorial Day to Labor Day and a black Halloween tree and wreaths with Halloween Keepsake Ornaments.

She once purchased the outer portion of a used NASCAR tire, decorated it with black-and-white checkered ribbon and placed all her NASCAR-themed Keepsake Ornaments on it. "I get lots of decorating ideas at our local Madison Area Hallmark Collector's Club, where we often host display competitions," she says.

Christy has been a member of the national Keepsake Ornament Club since 1990 and the local club since it started at Kirlin's Hallmark in Madison, Wis., in 1993. She has served as president of the local club, which boasts about 100 members, for more than 10 years. "Our local club is all about the thrill of sharing," Christy says. "Our members enjoy getting together, sharing stories and ideas and talking about our ornaments."

Christy's love of Keepsake Ornaments began when a friend gave her the Snowy Seal ornament in 1984. Today she collects



Pictured on the left is Jane Schultz, center is Christy Festge and on the right is Judy Urness at the 2007 Keepsake convention in Las Vegas.

with her two sisters—Jane Schultz and Judy Urness, who also are Club members. The sisters enjoy attending Hallmark events together and say they have only missed one—the first national Keepsake convention held in Kansas City.

TIPS FROM THE EXPERTS *to keep your ornaments in their best condition*

To clean an ornament:

- Dust ornaments with a soft paint brush or lightly use a cotton swab.
- Clean stains using mild dish soap and water. Dip a cotton swap in the solution and work lightly over the stain or mark. If you scrub too much, you could remove the paint.

To repair a broken part:

- Use two-part/five-minute epoxy, available at hardware stores. Make sure you're in an area with plenty of light. Clean the ornament, then apply epoxy to both parts using a toothpick. Attach the piece that has broken off, and hold in place for the full five minutes until the epoxy has set. Use a cotton swab to clean off excess epoxy before it dries.

- You also can use gap-filling super glue, but be aware it sets quickly, leaving little time to ensure you have reattached the part in the proper position.

When a Keepsake Magic Ornament no longer works:

- If it has a pigtail wire, check the connection where the pigtail plugs into the light string. Inspect the pins to see if they are straight and providing a good connection, and ensure that the wire isn't broken or frayed.
- If it's a battery-operated ornament, try replacing the battery.
- Hallmark doesn't recommend trying to take apart and repair a Keepsake Magic Ornament.

A few other tips to keep your ornaments in tip-top shape:

- Hallmark uses fade-resistant paints; however, all paints are sensitive to ultraviolet light and will fade when exposed to bright light for long periods. Don't display your ornaments in direct sunlight (e.g., on the side of a Christmas tree facing a window).
- Store your ornaments in a cool, dry location without large fluctuations in temperature. Corrugate boxes are fine, but plastic containers with airtight lids provide added protection since paints also can be sensitive to airborne contaminants.
- Open ornament boxes from the bottom instead of the top to help keep boxes in mint condition.

FACES OF KEEPSAKES: ORVILLE WILSON



Cue *The Twilight Zone* music, “doo-doo-doo-doo...doo-doo-doo-doo.” Got it in your head? Good, because that song has been playing in Orville Wilson’s head since his childhood, when he watched the sci-fi show on his grandparents’ console TV.

This year, Orville, a 3-D production designer in the Keepsake studio, brought that memory to life in a Hallmark Keepsake Ornament titled *Next Stop: The Twilight Zone*, a magic design that lights up and plays the show’s theme song.

“I created the TV to look somewhat like the set my grandparents had in their front room,” Orville says. “I spent a lot of time with my grandparents while my mother was working, and I remember that TV very well. I also remember watching *The Twilight Zone* reruns and the new series that came out in the 1980s and ’90s.”

Orville has been a member of the Keepsake team since 2007. He sculpts his own ornaments using computer software and looks forward to learning to sculpt by hand. He also helps other Keepsake sculptors with their designs. For example, Orville created the hay bailer and base for the Somewhere

Over the Rainbow ornament by Anita Marra Rogers. For the Hannah Montana™ design by Joanne Eschrich, he created the graphic patterns that appear on Hannah’s shirt and the base of the ornament. He also works with some of the sculptor’s hand drawings to create original sculpts, such as this year’s Shoe-Sational! Barbie™ ornament, original sketch by Edythe Kegrize.

Orville has worked at Hallmark for 13 years, including as a designer for greeting cards, gift wrap and paper party supplies. He has especially enjoyed his time on the Keepsakes team. “I like the fact that we’re one big family—a very talented family,” he says. “And we always have a good time working together. Everyone shows genuine concern about what’s going on in each other’s lives. It’s one of my favorite areas I’ve worked in at Hallmark.”

LET'S GET ORGANIZED... WITH KEEPSAKE ORNAMENTS!

created by Diana McGehee.

It’s a busy time of the year and we all want to be more organized. One suggestion is to have a basket unit by the door for a quick and easy way to find what you need. Just add a descriptive ornament to the front of the basket that coordinates with what is stored inside. At a glance you’ll find just what you are looking for. Use Special Dog photo holder to keep Fido’s leash, toys and treats all in one place.. Or use School Days photo holder to designate a place to empty out your child’s backpack after school. Change the photo each year as your child grows. And no more lost notes to sign or lost information about the school carnival! You could even use a small shelf unit and some of the fun new metal containers for a different look. Whether it’s in your hallway, a closet or an area in the kitchen, find what works for you.



Ornaments used from left to right: School Days, Special Dog, Tabby Treats and Super Sport!

HIGHLIGHTS FROM THE KOC EVENT



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