

for keeps

VOLUME 9, ISSUE 3 SUMMER 2010

HAPPY BIRTHDAY TO YOU!

Keepsake Ornaments help mark milestone years for plenty of fan favorites

Who doesn't like celebrating a birthday? Keepsake Ornaments are treasured for the ways they commemorate events of all types—and that includes anniversary years for movies, TV shows and characters that mean a lot to us. In 2010, nearly two dozen ornaments pay tribute to what we loved as kids and still enjoy today.

Just in case you want to mark your calendars, here's a list of them:



THE SORCERER'S APPRENTICE

Walt Disney first shared his vision of classical music paired with animation when *Fantasia* opened in movie theaters on Nov. 13, 1940.

To mark the film's 70th year of dazzling audiences, Keepsake Ornaments created The Sorcerer's Apprentice, which features a light-and-sound performance coming from within Mickey Mouse's signature starry cap from the film.

Newspaper readers met Charlie Brown in the first PEANUTS® comic strip on Oct. 2, 1950. More than a dozen ornaments are new for this 60th year with Charles Schulz's gang, including one to be offered first at Holiday Open House, Nov. 6-7.

For the 50th anniversary of *The Andy Griffith Show*, which first aired on Oct. 3, 1960, fans can bring the memorable whistled theme

song to the tree in an ornament similar to last year's television-shaped tribute to the 50th anniversary of *The Twilight Zone*.

On May 21, 1980, movie fans first learned who Luke Skywalker's father really is. Thirty years later, Keepsake Ornaments celebrates *Star Wars: The Empire Strikes Back*™ with seven ornaments, including a two-pack to be sold exclusively at Comic-Con International in July.

A 1964 Pontiac® GTO™ represents the 20th ornament in the Classic American Cars series for Keepsake Ornaments.

The 10th year of the popular Snowball and Tuxedo series brings two ornaments, Snowflakes With Style! as well as Ten Terrific Years, available as a Limited Quantity ornament beginning Ornament Premiere Weekend, July 10-11, at Hallmark Gold Crown stores.

And, of course, Hallmark's own centennial year is celebrated with an ornament named 100

Years of Helping You Say It All.

Look for a story on that ornament's many details in your next issue.



60 YEARS OF "SUITE-NESS"

More information about anniversary ornaments available at KOCmembers.com

A LOOK INSIDE, Santa's Armoire

This year's Artist In-Store Signing ornament has 28 creators

So, where does Santa Claus keep that red suit of his for the other 364 days of the year?

Hallmark's Keepsake artists know—and they can even show you. It's hanging right inside Santa's Armoire, the latest ornament designed especially for artists' in-store signing events scheduled later this year around the country.

What makes this ornament unique among others released in 2010 is the level of collaboration involved in its creation from start to finish. In all, 28 artists had a hand in Santa's Armoire from initial design to final production. Nostalgic and contemporary toys, sculpted scroll work, a holiday scene and even a couple of critters are included in the design of the 5¼-inch-tall ornament.

Keepsake Artist Edythe Kegrize designed Santa's Armoire and served as art director for the project, which she says is one of the studio's most fun annual traditions. It began as an ornament proposed for the regular Keepsake lineup, but grew in scope once it was chosen as an event piece.

"We wanted something with enough opportunities—toys and surfaces and such—to allow each and every artist to touch it in some way," Edythe says. "I like that it looks great closed, but then it opens up and gives that sense of discovery we love putting in our ornaments."

Once the design was decided, Edythe shared it with her fellow artists and asked each to choose what detail he or she wanted to contribute. Some were quick to choose, she says, while others made suggestions for small changes to better reflect their own interests.

Edythe admits it was a challenge to come up with so many details for the artists to create—but that was not the biggest hurdle she had to clear with this ornament. The tough part was getting time on each artist's schedule to complete it. Many of the details were created separately and added to the armoire rather than sculpted as part of a single prototype.

"Oh, if we had passed this sculpt from person to person and waited for each one of us to get done, it would have taken two years," she says and laughs. **More information about this ornament available at KOCmembers.com**





Interior

Mirror on door: TOM BEST
 Santa's hat: RUTH DONIKOWSKI
 Cat: KRISTINA GAUGHRAN
 Santa's coat: JULIE FORSYTH
 Santa's boots: ANITA MARRA ROGERS
 Reindeer toy: BECKY HOTTEL
 Jack-in-the-box: SUE TAGUE

Armoire

Design concept and art direction:
 EDYTHE KEGRIZE
 Structure: ROBERT HURLBURT
 Scene on door: ROBERT CHAD
 Santa face on armoire top: VALERIE SHANKS
 Mouse on armoire top: KATRINA BRICKER
 Carved holly detail: DON PALMITER
 Back of armoire: TERRI STEIGER
 Color team: DIANA MCGEHEE,
 DEB MURRAY, LISA VOGEL
 Technical work: RODNEY GENTRY

Shelves

Penguin: JOANNE ESCHRICH
 Tugboat: ORVILLE WILSON
 Duck pull toy: SHARON VISKER
 Rag doll: TAMMY HADDIX
 Drum: STEVE GOSLIN
 Robot: NELLO WILLIAMS
 Train: KEN CROW
 Bear: NINA AUBÉ
 Rocking horse: TRACY LARSEN
 Soldier: CULLEN BROWN

**KEEPSAKE ORNAMENT
 ARTISTS**
ON TOUR

These events are the only places
 you can get Santa's Armoire—
 see map at right for details.

KEEPSAKE ORNAMENT ARTISTS

ON TOUR



Meet your favorite artists at these select locations:

August 7

- 1 Sarah's Hallmark
Johnston, IA
ARTISTS: BECKY HOTTEL,
KRISTINA GAUGHRAN
- 2 Nancy's Hallmark
Cypress, CA
ARTIST: DON PALMITER

August 14

- 3 Stacy's Hallmark
Augusta, ME
ARTIST: TAMMY HADDIX
- 4 J's Hallmark
Tulsa, OK
ARTIST: ANITA MARRA ROGERS

August 21

- 5 Kirlin's Hallmark
Bloomington, IL
ARTIST: JOANNE ESCHRICH
- 6 Jordan's Hallmark
Boise, ID
ARTIST: NINA AUBÉ

August 28

- 7 Barbara's Hallmark
Greer, SC
ARTISTS: SUE TAGUE,
RUTH DONIKOWSKI
- 8 Robin Lee's Hallmark
Crystal, MN
ARTIST: ROBERT CHAD

September 11

- 9 Judi's Hallmark
Clearwater, FL
ARTIST: KEN CROW
- 10 Lauren's Hallmark
Albuquerque, NM
ARTIST: SHARON VISKER

September 18

- 11 Hallmark Creations
Plano, TX
ARTIST: JULIE FORSYTH
- 12 Amy's Hallmark
Chesapeake, VA
ARTISTS: TRACY LARSEN,
TOM BEST

September 25

- 13 Amy's Hallmark
Lafayette, LA
ARTIST: NELLO WILLIAMS
- 14 Donna's Hallmark
Butler, PA
ARTIST: EDYTHE KEGRIZE

October 16

- 15 Location to be
announced in August
ARTIST: KATRINA BRICKER
- 16 Location to be
announced in August
ARTIST: TERRI STEIGER

Two more series will end in 2010

Doorways Around the World and *At the Ballpark* will join *Yuletide Treasures* and *Noel Nutcrackers* as Keepsake Ornament series that will end in 2010. *At the Ballpark* was issued for 15 years while *Doorways Around the World* lasted four years. Each will make its final appearance on Ornament Premiere Weekend, July 10-11.

Mark your calendars now for the next KOC event!

For everyone who joined us last year for our “Memories for the Making” Keepsake Ornament Club event—and for those of you who couldn’t—we’re already planning our next get-together.

KOC members will convene for the next Hallmark-sponsored event on August 5-6, 2011 at the Hyatt Regency Crown Center, Kansas City, Mo.

Expect a full schedule of activities including artist signings, informational seminars, games and chances to get exclusive Keepsake Ornaments as well as other products available only at this event.

A limited number of rooms will be available for a discounted rate at the Hyatt as well as the Westin Crown Center Hotel, which adjoins the Hyatt via enclosed walkway. Reserve your rooms early and mention the Hallmark Keepsake Ornament Club to get the discounted rate at these hotels: Hyatt reservation line: (888) 421-1442, Westin reservation line: (888) 627-8538

Event registration will open in early 2011. Watch for more news and information in the events section of KOCmembers.com and in coming issues of *For Keeps*. We can't wait to see you there!

KEEPSAKE ARTISTS PREPARE EXCLUSIVES FOR BIG EVENTS

WITH THE IDEA of introducing enthusiastic collectors to the world of Keepsake Ornaments, Hallmark will appear at two July conventions with ornaments exclusive to each event. Ornaments will be offered at Comic-Con International in San Diego, Calif., and the 2010 National Barbie® Doll Collectors Convention in Cleveland, Ohio. Each ornament will be available in limited quantities. [More information about each ornament available at KOCmembers.com](http://KOCmembers.com)



Exclusive to 2010 National Barbie® Doll Collectors Convention

More information available at BarbieConvention.com

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Ornaments exclusive to 2010 Comic-Con International

More information available at Comic-Con.org

WELCOME (BACK) TO for keeps

HERE'S SOMETHING you may not have expected to see—the latest issue of *For Keeps* in your mailbox.

We have returned to mailing our Keepsake Ornament Club newsletter in response to our members who are finding it difficult to access our exclusive online format. As we would not want to deny KOC members equal chances to know everything they want to know about ornaments, artists and events, we have put *For Keeps* back into print.

For those of you who now prefer reading *For Keeps* online—and getting it faster than our printed version—we are not giving up on you! Look for new issues at KOCmembers.com and get the latest Keepsake scoop before anyone else.

Whether in the mail or online, we're happy to spread the word about Keepsake Ornaments as part of your year-round benefits to

KOC membership. By now, you should have your Club Exclusive edition of the 2010 *Dream Book*, filled with photos and behind-the-scenes information about what's new for this year of collecting. And we are only days away from presenting the first of our all-new ornaments for 2010 at Keepsake Ornament Premiere Weekend, July 10-11, at Hallmark Gold Crown stores across the country. Don't forget that's the first time to pick up two KOC-exclusive ornaments.

Your members-only access to the Keepsake Ornament Club at KOCmembers.com is still the quickest place for you to get up-to-date news as well as video interviews with Keepsake artists about their creations. We remain committed to the club's online presence and hope you will join us there for information and fun you will not get anywhere else.

HALLMARK GOLD CROWN
P.O. BOX 419034
KANSAS CITY, MO 64141

KEEP S A K E
O R N A M E N T C L U B



"BERRY" SWEET BEAR is one of four Limited Quantity ornaments you can win when you visit participating Hallmark Gold Crown stores during Keepsake Ornament Premiere Weekend. About 3,500 ornaments of each design have been created as giveaways. No purchase is necessary to enter the giveaway, and a purchase will not increase your chances of winning. Entries will be taken throughout Ornament Premiere Weekend, July 10 and 11, with drawings for the ornaments held on July 12. Good luck, everyone! More information about each ornament available at KOCmembers.com.

Win big at Ornament Premiere



You may prohibit the mailing to you of all still contests or sweepstakes by the provider of this sweepstakes by calling 1-800-HALLMARK (1-800-425-5827) and making that election.