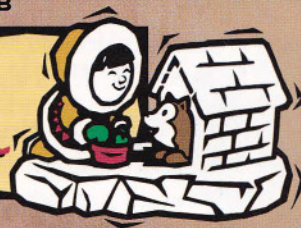


Collector's Courier



VOL. 14/NO. 4

NOVEMBER 2000

The Night Before the Night Before Christmas

Things are coming together like never before at the Hallmark Keepsake Ornament Collector's Club in 2001. For the first time, we'll be offering pieces to a set of coordinating ornaments throughout the year — at Hallmark Gold Crown® store events, from the Club, and in our regular Keepsake Ornament line. Together, the ornaments tell the story of "The Night Before the Night Before

Christmas," and Club members have the exclusive opportunity to collect them all!

"We are thrilled to share this first-time opportunity with our Club members," says Mark Amren, Club manager. "This coordinated set, featuring the wonderfully detailed Santa's Desk, really capitalizes on the popularity of our past Artists on Tour pieces. Now, as

requested, this type of product is available to all club members. **Santa's Desk** is a great focal point, and when displayed with the other ornaments from the story, it makes a stunning set! You also have display options beyond your tree, for example, if you choose to display your set on a table top or a mantle."

Dec. 23 is one of the busiest days all year at the North Pole. It's a time when last

(continued inside front cover)



WHAT'S INSIDE:

Sneak Peek at 2001 Club Year • Way to Bees • Decorating Ideas • Welcome New Keepsake Family Member



Collecting Fun....

continued from front cover

minute preparations kick into high gear for the big night when Santa and his reindeer ride off to deliver toys. Here's what you can look forward to:

- **Lettéra, Globus and Mrs. Claus:** Begin your collection with the 2001 Keepsake Ornament Collector's Club Membership Ornaments. Lettéra the elf is known for her ability to speed-read children's letters in any language, and Mrs. Claus has come to count on her ability to quickly determine a child's special Christmas wish. Globus, the map-keeping elf, routes and reroutes the reindeer flight path around the earth with each new name added to Santa's list.

- **Santa's Desk:** This detailed depiction of the Big Man's desk will be available exclusively to Club members by mail next summer. It is a Limited Time Edition and includes three Keepsake Miniature Ornaments to complete the scene. To make it even more special, each Keepsake artist lent their talents in creating this piece.

- **Ready for Delivery:** This bonus ornament showing an elf putting the finishing touches on a wrapped package is free to any 2001 member enrolling for two or three years, and existing members who have already pre-paid for 2001.

- **Santa's Sleigh:** Santa's Sleigh, with its ornate golden runners, Santa's sack with a Keepsake Miniature Ornament, and old-fashioned lanterns is available only during Keepsake Ornament Premiere, July 21, 2001 at your Gold Crown retailer.

- **Santa's Toy Box:** Santa's heavy trunk is packed with playthings made by the Old Toymaker himself. Filled with three Keepsake Miniature Ornaments, it perches on the back of Santa's Sleigh and is available at Gold Crown stores only during the Keepsake Ornament October Debut, Oct. 6 and 7, 2001.

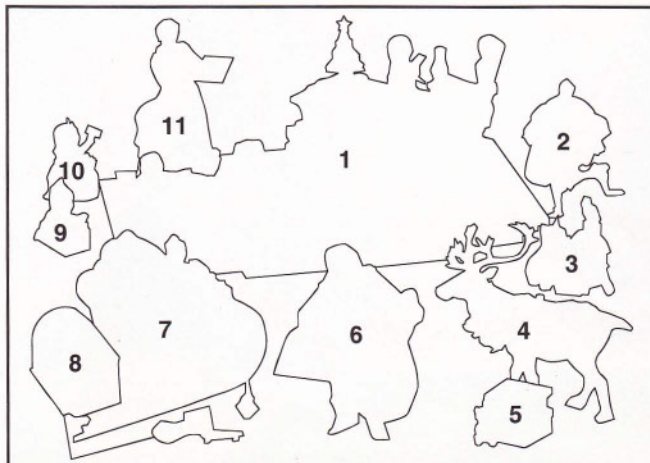
- **Santa Claus:** The scene wouldn't be complete without the Jolly Old Elf – with miniature Panda ornament – available from your Hallmark retailer only at Holiday Open House, Nov. 10 and 11, 2001.

- **Gift for a Friend:** Some gifts stay hidden away until the North Pole residents exchange gifts at their own Christmas celebration. This ornament is available exclusively to 2001 Club members who give the gift of a Club membership to a friend.

- **Ready Reindeer:** Waiting patiently to begin his long flight, Ready Reindeer is available throughout the season as part of the Keepsake Ornament 2001 line.

- **With Help from Pup:** This two piece set will be available at 2001 Hallmark Keepsake Ornament special events. Look for details in up coming *Collector's Couriers*.

Don't miss your chance to collect them all, be sure to renew your membership in the Keepsake Ornament Collector's Club for 2001!



- 1) Santa's Desk
- 2) Globus
- 3) With Help From Pup
- 4) Ready Reindeer
- 5) Gift for a Friend
- 6) Santa Claus
- 7) Santa's Sleigh
- 8) Santa's Toy Box
- 9) Ready for Delivery
- 10) Lettéra
- 11) Mrs. Claus



FROM MARK

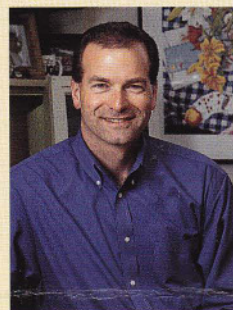
Hello Club Members!

As we near the end of the year, and share the magic of the holiday season with family and friends, I wanted to take a minute to thank you for your loyalty and friendship as a Club member. Whether you've been with the Club since its inception in 1987, or you've just joined us recently, we are committed to you - our Club members.

Next year marks a milestone in our history - our 15th anniversary as a Club. And, to celebrate it with you, we have great things planned and wonderful Club ornaments.

To help you plan your own celebration of the Club's anniversary year, we offer you the enclosed 15th anniversary KOCC commemorative calendar as a gift. The calendar reflects on where we've been together, and also gives you a sneak peek of some of the 2001 Keepsake Ornaments. I hope you'll relive some collecting memories each time you glance at the calendar throughout the upcoming year. (By the way, this was a suggestion from the Madison Area Hallmark Collector's Club. All Club member feedback is great – keep it coming!)

Until next year, I wish you all a warm and happy holiday season!



Mark Amren
Manager
Hallmark Keepsake Ornament
Collector's Club

Local Clubs Share Passion For Collecting!

If you consider yourself a Keepsake Ornament fanatic, then you're probably a good candidate to be a member of a local club! Hallmark recognizes nearly 600 chapters of local clubs around the United States and Canada, and provides these clubs with extras to make their meetings even more fun and exciting.

Sponsored by an area Hallmark retailer, local clubs enjoy camaraderie, decorating and collecting tips, special presentations and programs, as well as insider information.

An exclusive local club monthly newsletter entitled "Collectively Speaking" was established in 1996 and is mailed to retail sponsors and local club presidents. It is filled with

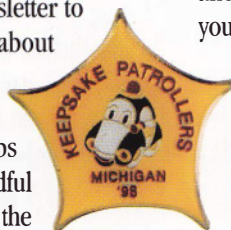
up to the minute information from Keepsakes, as well as games, local clubs-only event information, and any Dream Book updates and additions.

Hallmark also provides four mailings of items each year that may be given away as door prizes at club meetings, or used in a raffle to raise money for a charity chosen by the club. Raising money for charities and participating in community events are things that nearly all local clubs do.

While all local clubs are different, most have officers and a newsletter to keep members informed about club activities. Some clubs have a constitution, by-laws and a mission statement. Clubs range in size from just a handful of collectors who meet in the

dining room of a member's home to clubs with over 500 members and meet in community centers or libraries. Their common thread, however, is their passion and love for Hallmark Keepsake Ornaments.

If you're interested in finding out about a local club in your area, contact a Club representative at 1-800-523-5839 and ask for a listing of clubs in your state. You can also request information on how to start a new local club by requesting a Local Club starter packet.



Bee Ready! The Way to Bees Arrive in January!

Everyone is buzzing about the Way to Bees, the new 2001 Merry Miniatures® Annual Collection. A fun way to commemorate annual events and holidays, Way to Bees figurines bring positive outlooks and Merry Miniatures® special brand of charm to every month of the year.

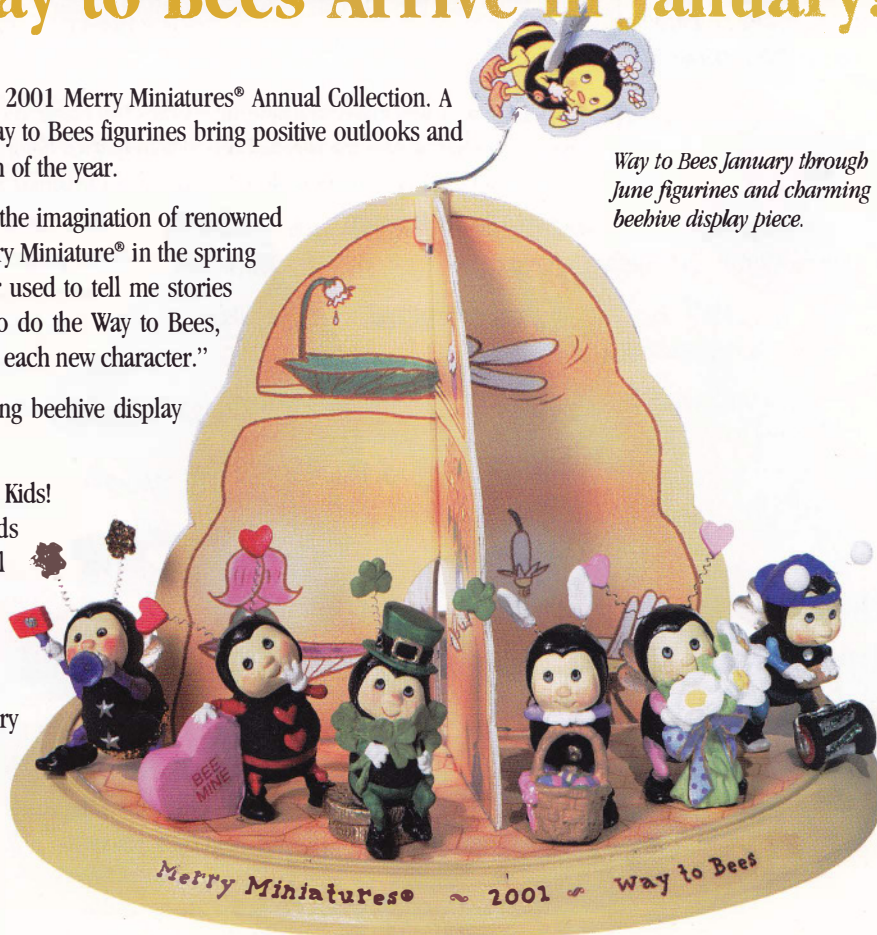
All twelve Way to Bees figurines were sculpted from the imagination of renowned Hallmark artist Sue Tague, who created the very first Merry Miniature® in the spring of 1974. "When I was a child," Sue recalls, "my mother used to tell me stories about a little bee named Billy. I loved the opportunity to do the Way to Bees, because I got to revisit the memory of that experience with each new character."

Watch for the first three Way to Bees and a charming beehive display base to arrive in stores by January 1st!

And coming in March, the new Merry Miniatures® Kids! Collection features adorable representations of kids enjoying special moments and their favorite recreational activities. Look for the Kids! Collection and other Merry Miniatures® figurines at your local Hallmark retailer in spring 2001!

For more information on these and other new Merry Miniatures® figurines, don't miss the 2001 brochure included with this issue of *Collector's Courier*!

Way to Bees January through June figurines and charming beehive display piece.



Here is Your "Official" Sneak Peek at

In 2001, we celebrate the 15th anniversary of the Hallmark Keepsake Ornament Collector's Club with more of everything!

"It's a banner year to be a member of the Club!" says Mark Amren, Club manager. "We'll be giving you more information about Keepsake Ornaments, artists and Hallmark Collections than ever before. You'll also get more special offers and surprises throughout the year."

The most exciting news for Club members in 2001 is the opportunity to collect the "The Night Before the Night Before Christmas," an integrated set of 11 Keepsake Ornaments that tell the enchanting story of one of the busiest days of all at the North Pole. See the article on the cover of this issue of Collector's Courier to learn more about how you can become the proud owner of this one-of-a-kind collection.

Of course, your member benefits begin with your 2001 Club Membership Kit. This year's kit includes three ornaments to start off your "The Night Before the Night Before Christmas" set: **Lettéra**, **Globus** and **Mrs. Claus**. We'll begin shipping 2001 Membership Kits to multi-year members in February. Renewal notices will mail to members in March. Due to increases in material cost, there will be a slight

increase in membership – our first since 1996 – from \$22.50 to \$25.00.

Exclusive bonus ornaments

And when you join or renew for a two or three-year membership, you'll receive another piece to your "The Night Before the Night Before Christmas" set – **Ready for Delivery**. This charming design shows another of Santa's elfin helpers wrapping a gift for one of his North Pole friends. Club members who already are multi-year members will receive this ornament automatically. **Ready for Delivery** will begin shipping in March.



Ready for Delivery



Gift for a Friend

Because we know that half the fun of collecting is sharing your hobby with a friend, we've also designed **Gift for a Friend**, your free bonus when you sign up a new Club member. The specially wrapped gift in **Gift for a Friend** is also part of "The Night Before the Night Before Christmas" set.

Mrs. Claus



Although the citizens of the North Pole have prepared for Christmas Eve more times than they can count, there's still an extra burst of energy that comes with the last minute preparations. Working like a well oiled machine, a special trio makes sure the very last of the good girls and boys make their way onto Santa's itinerary.

Globus



Lettéra



First, the elf know as Lettéra begins the process as she reads the children's letters. Her ability to speed-read any language has become the stuff of North Pole legend, and Mrs. Claus has come to count on her ability to quickly determine a child's special Christmas wish. But no matter how many sacks of mail Lettéra processes in a night, she never fails to be touched by each individual note and never forgets that each one represents the Christmas Eve dreams of a restlessly sleeping child.

Next, the address comes to Globus, the map keeper. As deliberate as Lettéra is frantic, the unflappable Globus routes and reroutes the reindeer flight path around the earth, adding little huts and towering high-rises with each

new name on Santa's list. He adds each new location with a professor's intellect, but it is with a father's heart that he double-checks his calculations to ensure no good child's toy is left behind.

Finally, the last-minute names come to Mrs. Claus, who lovingly scans her list of Santa's toys to find the one which will make each child's sleep-filled eyes sparkle with joy on Christmas morning. This is her special gift – the ability to find the teddy bear that will become a lifelong friend, the race car that will make every finish line thrilling, the blocks that will inspire a child to ask what else she can build.

Together, the three work through the night till the last possible minute before Santa's journey. For them, Christmas Eve is not a chore but a privilege – a chance to give the children of the world a day of dreams fulfilled, of memories created, and love endowed.

the 2001 Club Year!

Club Edition Ornaments

We think you'll be excited when you see our special Club Edition ornaments for 2001. These designs are available for purchase only to Club members and only until May 1, 2002.

Santa Marionette Sculpted by Ken Crow, this design is based on an actual marionette puppet that Ken built during Keepsake Ornaments' 25th anniversary year. The puppet has traveled with Ken to artist signing events and has "helped" him talk with collectors about Keepsake Ornaments. "I love to create three-dimensional artwork that entertains people, and that's just what this marionette does," Ken says. "It's the perfect way to build a connection between myself and our collectors."

Nesting Nativity Created out of pressed tin, this nesting group features five figures from the nativity – Joseph, Mary, a shepherd, an angel and Baby Jesus. Each piece can hang as a separate ornament or can be displayed on a tabletop or shelf. "I'm really excited about having the opportunity to create a unique nativity scene," says Linda Sickman, who designed the set. "So often, we get away from the true meaning of Christmas. A nativity scene brings us back to what Christmas really is about."

1958 Custom Corvette® This racy red Corvette adds a bit of Christmas magic to the Christmas tree or to collectors of Kiddie Car Classics or cars. "The ornament is a sized-down version of the 1958 Custom Corvette that currently is in the Kiddie Car Classics line," says Chris Webb, who sculpted the Kiddie Car. "I added a wreath to the front bumper of the ornament and a black-and-white checkered package in the seat for a bit of holiday pizzazz."

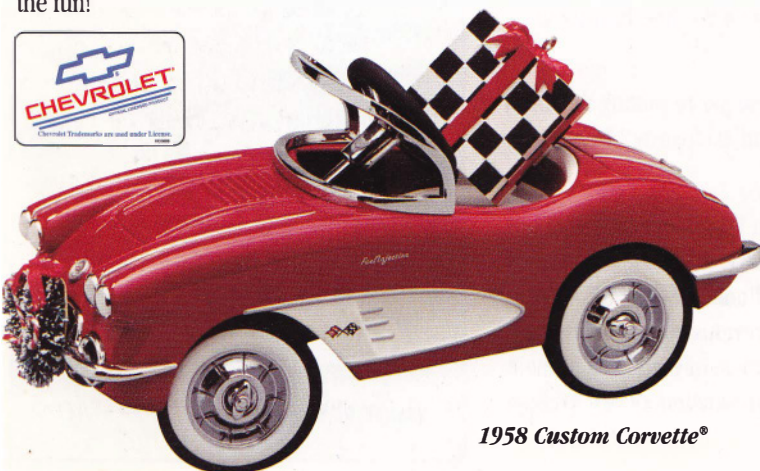
And so much more...

"Rest assured that you'll continue to see great surprises and exclusive benefits to being a loyal Club member," Mark says. "It's going to be a great year, and we look forward to having you join us for the fun!"



Ken Crow and his wife Linda with the original Santa marionette at the Keepsake Ornaments's 25th anniversary celebration in Kansas City.

Santa Marionette



1958 Custom Corvette®

Nesting Nativity



Spring Is Just Around the Corner...

What do Barbie™, Peter Rabbit, and Taz (the Tasmanian Devil) have in common? They're all part of the 2001 Spring Collection of Keepsake Ornaments! Other collector favorites include Winnie the Pooh and a



Star Wars™ lunch box set, along with six returning series.

"We're especially excited about the new Birthday Wishes™ BARBIE™ Ornament series," says Kim Jones, Product Manager for Keepsake Ornaments. "It's a beautiful design and, even though we're offering it in the spring, this ornament will be a perfect birthday gift any time during the year."

Anita Marra Rogers, who sculpted the ornament, agrees. "In this design, Barbie® is holding a birthday card which has a tiny Hallmark crown on the back," she explains. "Birthdays are big occasions in my family. I love getting cards, and I save them for years."

Your advance copy of the 2001 Spring brochure is enclosed with this newsletter. Be sure to keep it handy for your spring planning!

at left: New for 2001! Spring Ornament Display Tree has a sculpted base featuring two delightful children. This \$14.95 value is yours for just \$9.95 with the purchase of any two 2001 Keepsake Ornaments at your Hallmark retailer.



A tisket-a tasket, a pretty little basket Actually, there are FOUR basket-style ornaments! And a different Spring youngster is riding inside each one. Reminiscent of old-fashioned Easter baskets, they'll make thoughtful impulse gifts or a charming conversation piece for your own table. Charming Chick is pictured above.

Editor's Note: *Editor's Note: As your Courier was going to press, we discovered an error in the Spring brochure. "Taz Paint Egg!" was sculpted by Robert Chad, rather than Rich LaPierre. The error, which is repeated on the packaging, occurred because Rich contributed to the concept for the design.*

BIG CHANGES for Kiddie Car Classics in 2001!

In a move that will bring new energy and enthusiasm to the Kiddie Car Classics collection, Hallmark is excited to announce the "re-launch" of the program in 2001.

Here are three major changes —

- All active Kiddie Car Classics products (even the ones issued in September of this year) will be retired on December 31, 2000.
- All new Kiddie Cars will be Limited Editions of 14,500 — the same limited quantity that was used when the line was introduced in 1992.
- The entire 2001 Kiddie Car Classics line will consist of only eight pedal cars—six full-size replicas and two minis (four arrive in May 2001 and four in September 2001)

"I am very excited about this announcement," said Don Palmiter, design consultant for Kiddie Car Classics. "We have been hear-

ing from collectors that there were so many Kiddie Car products that they couldn't keep up. I think this announcement will make collectors very happy."

After the introduction of the "famous five" Kiddie Cars in 1992, the line's popularity prompted steady growth in both the number of products offered and the quantities on Limited Editions. Now, the line returns to its beginning.

"I think it's clear we're putting the focus back on the cars and exclusivity," Don said.

Legends in Flight Lowers LEs

The Legends in Flight collection also has a big change for 2001. All of the new planes will be Limited Editions of 12,500, significantly lower than previous editions. The overall number of planes offered will remain steady, with the introduction of six exciting planes for 2001.

Retirements for 12/31/00

In addition to all active Kiddie Cars, the following will be retired on or before 12/31/00:

- 3000QHA1000 Curtiss P-40 Warhawk
- 3500QHA1005 Fokker Dr. I "Red Baron"
- 1095QHM8812 1980 Peanuts®
- 1095QHM8817 1977 Star Wars™
- 1095QHM8804 1960's Mickey's School Days
- 1095QHM8807 1962 BARBIE™
- 1500QPC4004 Flying High
- 1500QPC4005 Being There
- 1295QPC4013 It Takes All Kinds!
- 1300QPC4001 Five Decades of Snoopy
- 1300QPC4002 Five Decades of Charlie Brown
- 1300QPC4003 Five Decades of Lucy
- 2000QPC4022 The Great Pumpkin
- 2000QPC4023 Jolly Holidays

Deck Your Halls (and Windows Too!)



© Jani Karon

Create a miniature tree using a wire or poster-board cone and cover it with artificial greens or simply purchase a small artificial tree. Lay a curved piece of white felt down the tree for the "ski run" and add cotton "snow" over it. Attach the snowmen with wire or fishing line. In the same manner, attach small red jingle bells at random. Top the tree off with a Hallmark Keepsake blown glass star ornament.

Purchase a Santa's hat and position it over a pint jar for stability. Sew the **Two-Tone, "101 Dalmatians"** ornament next to the pompom of the hat and sew the **Little Dipper, "102 Dalmatians"** ornament over the edge of the white trim.



© Disney



DECORATING
IDEAS



Using a variety of Hallmark angel ornaments, hang them from the top or middle of a window casing. Choose various lengths, widths and colors of ribbon to coordinate with the ornaments you select.



Purchase a wide styrofoam wreath and cut out a 2" section so you can gather the fabric. Using an iridescent green material, sew a tube large enough to be gathered around the wreath. Make a bow using wide, white, wire-edged ribbon and attach it over the cutout space. Attach assorted blown glass ornaments, featuring **Mr. and Mrs. Claus** at the top.

Purchase a domed wooden chest from a hobby store. Remove the hinges and glue the top to the base of the box. Saw off one end to make the front door of the mailbox and secure with the same hinges you removed. After painting the box, add a stick and wooden "flag". Glue the box to a base and add your **Lettera, Globus, Mrs. Claus, Ready for Delivery, and Gift for a Friend** ornaments. Finish it off with the addition of several letters addressed to the North Pole, a ribbon and some holly.





CAN WE CHAT?

Can we chat? Now it's easier than ever to share your thoughts, provide feedback, and talk with other collectors through the Keepsake Ornament bulletin boards on hallmark.com.

Your friends at Keepsake Ornaments monitor the boards regularly. We pay close attention to what's on our collectors' minds, and we frequently respond to your posts. To visit the bulletin boards, find the "Popular Areas" pull-down menu on the hallmark.com home page. Click on the following:

- "Ornaments and Collectibles"
- "Keepsake Ornaments"
- "Let's Talk Collecting"

We're excited about all the new things happening on hallmark.com! Visit the boards and the Ornaments and Collectibles section on hallmark.com regularly for timely information about Keepsake Ornaments, artists and events. Learn what's hot and what's new. Hope you enjoyed the November Artists web chats. Stay tuned for more chats in the future. See you on hallmark.com!

Welcome To Keepsakes Marla!



Marla Svoboda-Stel
Keepsake Ornament
Collectors Club
Communication/ Events
Coordinator

I can hardly contain my excitement about becoming Communications and Events Coordinator for the Club! Keepsake Ornaments embody the Christmas spirit throughout the year for people everywhere, and to be a part of that really is a gift.

My fondest childhood Christmas memory was that exciting day when Mom would send Dad up to the attic to bring down boxes and boxes of ornaments. I was the youngest of four girls, and this was Mom's and my yearly tradition to decorate not only the tree, but the entire house. Then, many hours later we would "present" the house to the rest of the family's delight. What a joy!

Prior to Keepsakes, I had the opportunity to work in Hallmark's Studio B. Working in environments filled with fabulous product really energizes me. Before that, I spent seven years as director of a violence prevention program for children. I also directed the prenatal program in a health clinic in South Bend, Indiana while my husband attended Notre Dame. My first job out of college was at a computer company where I held a marketing position.

I met my husband Bob just over 10 years ago and we were engaged just 3 days later. I am a person who follows her heart! I have started Madame Alexander® collections for our two darling daughters, Anna, who is eight and Hattie, five. Every year I look forward to putting up a huge tree in the living room for the holidays. This year will be extra special, being the first of many to come as a member of the Keepsakes family.

Looking forward to meeting you,

Marla Svoboda-Stel

Marla Svoboda-Stel



Mary Had a Little Lamb



To notify the Club of a change of address, to send us a letter or to get information about how to start a local club, include your membership number in your correspondence and send it to:

**Hallmark Keepsake Ornament
Collector's Club**
P.O. Box 419034
Kansas City, MO 64141-6034

Call our toll-free number, 1-800-523-5839, to renew your membership or join the club.

You can also mail renewals or applications for new memberships to:

**Hallmark Keepsake Ornament
Collector's Club**
P.O. Box 419824
Kansas City, MO 64141-6834

To communicate with us via e-mail, visit our World Wide Web site at
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Note: The Hallmark products, prices and promotions mentioned in this newsletter are available from Hallmark retailers in the United States. Some, but not all, also may be available from Hallmark retailers in Canada. Call 1-800-HALLMARK or check with your local Hallmark retailers for more information.

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