

EXPO CHANGES TO KEEPSAKE ORNAMENT "ARTISTS ON TOUR"

Through the feedback we received from collectors after EXPO '95, we learned what is important to you at such special events. You told us that meeting the artists, the opportunity to buy exclusive product—such as the Keepsake Signature piece—and the camaraderie between the national Club and other collectors were the main reasons you attended EXPO.

What does all this mean to you? Here's what you can expect in 1996:

- Although we will not host EXPO events in 1996, Collector's Club members can look forward to a 1996 Keepsake Ornament "Artists on Tour" event. The new tour will include Keepsake Ornament artists' appearances, the exclusive Keepsake Signature Piece and the ability to meet and mingle with fellow collectors and folks from the Club. Like EXPO, these events will take place in hotels or convention centers across the country and are tentatively scheduled from August through October. Specific event details (e.g., cities, dates and registration guidelines) will be announced in the June issue of the *Courier*.
- The Club team will visit more local Clubs in 1996. This will allow us to get to know many of you in a casual, more intimate setting.
- The Club will showcase a look at the 1996 Keepsake Ornament line at secondary market shows throughout the spring. A list of events is included below.

"This is just a quick overview of our special events plan for 1996," Lynn explains. "We're busy working on these programs, and we'll keep you posted in upcoming *Courier* articles."

See you in 1996!

REMAINING 1996 SECONDARY MARKET SHOWS

Attended by Collector's Club Representatives*

March 31

Portland, OR
Pacific Northwest Holi-Daze Collectibles Show
Holiday Inn - Portland South
Cindy Giles (360) 894-2303

April 14

Kansas City, MO
Kansas City Collectibles Show
Adam's Mark Hotel
Eileen Hanson (318) 988-1377

April 14

Atlanta, GA
Georgia Ornament Collectible Show
Atlanta Marriott Northwest
Judy Patient (770) 992-8610

April 20

Irving, TX
Dallas/Ft. Worth Collectibles Show
Holiday Inn - D/FW Airport North
Diane Eberly (214) 867-4636

April 28

Loveland (Cincinnati), OH
Eve's Collectors' Shows
Oasis Shriner's Facility
Eve Baker (219) 637-5708

May 18

Las Vegas, NV
Las Vegas Collectibles Show
Palace Station Hotel
Eileen Hanson (318) 988-1377



* Although the Hallmark Keepsake Ornament Collector's Club is not sponsoring these shows, representatives from the Club will be showing selections from the 1996 Keepsake Ornament and Hallmark collectibles lines.