

KOC EVENT REGISTRATION OPENS APRIL 1

Plans are rolling for Keepsake Ornament Club members to be “Hangin’ with Your Buddies” this summer in Kansas City, Mo.

Online registration for the KOC event opens April 1 for the event scheduled Aug. 2-3, 2013, at the Sheraton Kansas City Hotel at Crown Center.

To register, go to KOCevents.com and follow the instructions. This is the only way that registrations will be accepted.

A limited number of rooms will be available for a discounted rate at the Sheraton as well as the Westin Kansas City at Crown Center, which adjoins the Sheraton via enclosed walkway. Reserve rooms early and mention the Keepsake Ornament Club to get the discounted rate at each

hotel. Call the Sheraton at (816) 841-1000, and the Westin at (888) 627-8538.

The Hangin’ with Your Buddies event will feature a full schedule of activities during that Friday and Saturday, including artist signings, informational seminars and games.

Those attending will have opportunities to get Keepsake Ornaments as well as other products exclusive to the event. Among them is Warmed by Friendship, a 6¾” waterless globe inspired by the popular Snow Buddies series and revealed for the first time right here. Designed by Keepsake Artist Tammy Haddix, the globe features the series’ snowman and animal buddies from early ornaments in the series.



Warmed by Friendship
6¾” h.

UNPACKING OUR NEW PACKAGING

When Keepsake Ornaments hit store shelves later this year, you will see them in newly designed boxes. Conceived by Hallmark’s own packaging studio, the boxes are intended to showcase an ornament’s collectibility, add more to its individual story and offer some surprise when opened year after year. Here’s a closer look just for you.



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for keeps

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IT’S A 40TH ANNIVERSARY FILLED WITH CELEBRATION

PLANS CALL FOR KEEPSAKE ORNAMENT EXCITEMENT ALL YEAR LONG

In 1973, when 18 yarn figures and glass balls launched Keepsake Ornaments in Hallmark Gold Crown stores, no one would have been able to predict where—or even if—that line of ornaments would be in 2013.

One look at what has happened in those 40 years should offer plenty of reasons to celebrate. So let the celebration begin!

Keepsake Ornaments will be taking note of its ruby anniversary throughout 2013 with events, parties, collectibles and, of course, a Keepsake Ornament created specifically to reflect this milestone year.

“We have been planning this for some time and we’re gearing up for a lot of excitement,” says Rebecca Muller, associate merchandise manager in the Keepsake Studio. “We’ve spent a lot of time digging through our files and scrapbooks to remind ourselves of the fun we’ve had and the great stuff we’ve done—and everything that is to come.”

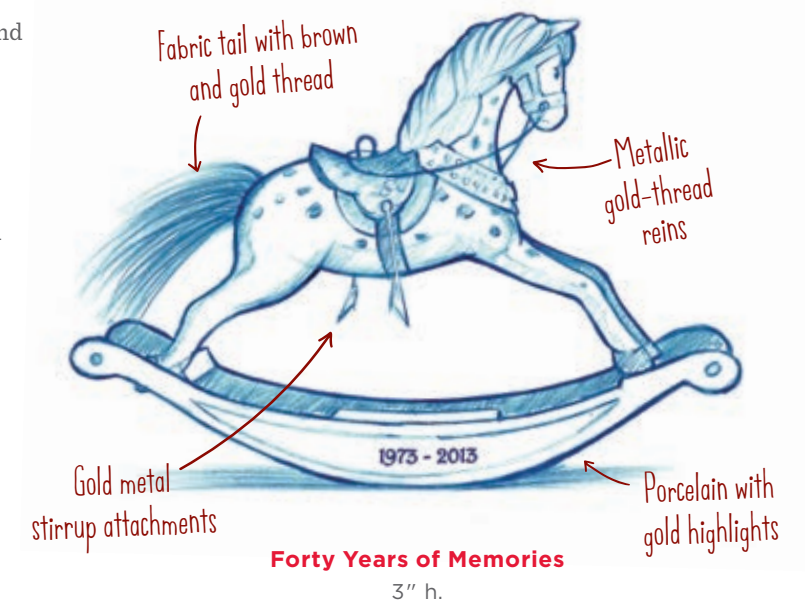
Here’s some of what’s in store for the 40th anniversary year:

- A new logo and new packaging for Keepsake Ornaments—look for details in this issue of *For Keeps*.
- Special stories on Keepsake history that will be shared with KOC members throughout the year.
- Dream Book parties held at participating Hallmark Gold Crown stores featuring fun activities and exclusives, perfect times for submitting 2013 Wish Lists.
- Keepsake Ornaments in-store display—look for nods to Keepsake history included in this year’s wall display for new ornaments.
- Hangin’ with Your Buddies—The 2013 KOC event in Kansas City, Mo., with a theme tied to some of Keepsake

Ornaments’ most beloved series, is planned Aug. 2-3 (look for details in this issue).

And marking the milestone on the tree will be Forty Years of Memories, a commemorative rocking horse ornament releasing July 13 at Keepsake Ornament Premiere Weekend. The porcelain horse, based on one of the earliest ornament series in the Keepsake line, will feature metal stirrups, a fabric tail and other highlights.

“The Rocking Horse series remains beloved by collectors,” Rebecca says. “We continue to look back to it as a series that’s so important to us and to our collectors, so we chose to reinvent it with premium materials.”



2013 to feature nine KOC ORNAMENTS



MEMBERSHIP ORNAMENT

Christmas Window 2013

For the 11th in this membership ornament series, Keepsake Artist Tammy Haddix took a nostalgic trip to the 1960s in her creation of a five-and-dime store. "I put a tiny silver Christmas tree in there to represent the tinsel trees we used to have," she says. 3¾" h.



MEMBERSHIP ORNAMENT

Pre-Flight Check

For several years, KOC members have been assembling the home of Santa and Mrs. Claus on their trees with the help of Keepsake Ornaments. Now, Santa himself can relax in those surroundings thanks to Keepsake Artists Edythe Kegrize and Kristina Gaughran. This membership ornament depicts him checking his list in a style that matches previous releases. 4" h.



MEMBERSHIP ORNAMENT

Busy Bakers

Keepsake Artist Anita Marra Rogers' membership ornament featuring gingerbread-baking bears draws upon her Season's Sweet Delight, a snow globe offered at six national Welcome to Keepsake Lane KOC events in 2005. 3¼" h.

Here's the first look at nine exclusive ornaments Keepsake Ornament Club members will be able to add to their trees this year. When you renew your KOC membership for 2013, you won't miss your chances to buy these club exclusives.



CLUB-EXCLUSIVE ORNAMENT

Glad Tidings Bell

This highly detailed working bell of porcelain and metal can join your collection starting on Holiday Open House Weekend in November. Keepsake Artist Edythe Kegrize describes the etched-and-cut metal design of poinsettias and holly as similar to a technique she used in creating Winter Park for 2012. 3½" h. \$17.95*



CLUB-EXCLUSIVE ORNAMENT

Wiggly-Giggly Penguin

The Club-Exclusive ornament available beginning Ornament Debut Weekend is a creation of retired Keepsake Artist Sue Tague. The ceramic penguin features legs that move and is designed in the spirit of 2011's Snowshoe Snowman. 3¾" h. \$17.95*



CLUB-EXCLUSIVE ORNAMENT

Halloween Wicked Witch of the West

Madame Alexander®

Keepsake Artist Debra Murray says she was very excited for the chance to blend a little glamour with a little ghoulishness in her ornament rendition of this Madame Alexander fashion doll. "We liked her because she is nice and bright instead of looking totally like a traditional witch," Deb says. Look for this Club Exclusive during Ornament Premiere Weekend in July. 4¾" h. \$24.95*



CLUB-EXCLUSIVE ORNAMENT

Mischievous Kittens

15th Anniversary

Keepsake Artist Nina Aubé's furry rascals have been scampering around the tree for 15 years now, and she celebrates that milestone with a design coming in September. "For this one, I wanted to represent as wide a range of kitten types as I could," she says. "They're all pawing around in Santa's sack." 1¾" h. \$17.95*



'Tis the Seasoning!

Keepsake Artist Sharon Visker decided to spice up the tree with this ornament set that looks like a collectible set of salt and pepper shakers. Nuzzle their noses together and you'll see the candy canes they carry form a sweet heart. 2" h.



Mrs. Claus's Stove

This 2013 bonus ornament is a repainted version of a piece first offered last year at Keepsake Artist in-store signing events across the country. Concepted by Keepsake Artist Edythe Kegrize, it features sculpting by more than two dozen studio artists. 4¾" h.

2013
EXCLUSIVE
OFFERS

SAVE THE
DATES

ORNAMENT
PREMIERE
JULY 13-14

ORNAMENT
DEBUT
OCT 5-6

*All prices quoted in U.S. funds.

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