

for keeps

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WE'RE READY FOR OUR BIG DEBUT. ARE YOU?

WITH PLENTY OF NEW SURPRISES, ANTICIPATION FOR ORNAMENT DEBUT IS GROWING FAST.

As Hallmark Gold Crown stores across the country busily prepare for Ornament Debut weekend, word on the street is that this year is shaping up to be one of the most exciting events on record.

Why all the hullabaloo? Well, the release of 100 new Keepsake Ornaments for starters...including six new



See Edythe Kegrize's Keepsake Christmas Ornament Tree at KOCmembers.com.

Edythe Kegrize adds Three French Hens, the third ornament in her Twelve Days of Christmas series.



limited-quantity designs (see inside for details). In addition, we're commemorating the 75th anniversary of THE WIZARD OF OZ™ with a whimsical tabletop, We're Off to See The Wizard, that captures one of the most iconic moments in the history of film.

You can also take advantage of great savings on Edythe Kegrize's Keepsake Christmas Ornament Tree, an attractive way to display her Twelve Days of Christmas series. If you haven't started collecting them yet, you can pick up a two-pack catch-up release of the first two ornaments.

We'd also be remiss if we didn't mention that after weeks of viewing various clues at KOCmembers.com, you'll finally be able to get your hands on this year's reveal ornaments—the final four designs for 2013!

Read on to find out why we expect this year's Debut to be one of the most exciting ever.

Commemorate the 75th anniversary of a classic with the We're Off to See The Wizard tabletop.

BRINGING THE MAGIC OF SANTA TO LIFE.

IT TAKES A VILLAGE WITH A VISION
TO CAPTURE THE SPIRIT OF ST. NICK.

.....

This year marks the release of some very special “Santa’s Magic” ornaments that work together to foster the belief in the magic of Santa Claus. So we sat down with the team responsible to get a rare glimpse into the fun, collaborative world of the people who create Magic ornaments.

From Santa’s Magic Cuckoo Clock, which suspends time while Santa circles the globe, to Santa’s Magic Bell with its larger-than-life rendition of “Carol of the Bells,” each ornament feels as if it could belong to Santa himself.

“We were asked to come up with a line specific to Santa’s workshop,” says Charles Young, product development manager (and former Disney Imagineer). “Then, editorial strategist Mike Brush and I began crafting a product backstory and strategy that made sense creatively.”

According to Mike, “We really wanted to infuse the element of storytelling into each piece, a goal our team was able to accomplish using different combinations of editorial, motion, light and sound.”

**“ WE REALLY
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enable collectors, young and old, to see Christmas through the eyes of a child.

“At the end of the day, I just want to make someone smile,” says Ken. And after you get a chance to check out these ornaments, we think you’ll agree, he and the team succeeded in a big way.

Working hand-in-hand with Keepsake Artists Ken Crow, Jake Angell, Tracy Larsen, and Robert Chad and senior engineer Robert McAnany, they all built on each other’s ideas to help bring their vision to life.

Thanks to the collaborative spirit of the team, the Santa’s Magic ornaments truly do create a sense of wonder and awe that will

Want to learn more about the
magic behind the ornaments?

Read Keepsake Artist Ken Crow’s
September Feature Artist Story
at **KOCmembers.com** today.

magic



When you push the button on Santa’s Magic Storybook, it opens slowly, as if by an unseen hand. The hinge that makes this possible was inspired by a hinge on an old calculator.

magic



For Santa’s Spirit Meter, Tracy Larsen took inspiration from the steampunk artistic movement, fusing Victorian-era elements with a more industrialized look.

magic



TOP 4 MUST-DOS AT ORNAMENT DEBUT

CONTACT YOUR LOCAL HALLMARK GOLD CROWN STORE TO FIND OUT EVERYTHING THEY HAVE PLANNED!

1 GET YOUR HANDS ON THIS YEAR'S REVEAL ORNAMENTS.

They're the final four designs of 2013, and until recently, they were a carefully guarded secret. Take a sneak peak online at Hallmark.com/Reveal now and get your faves while supplies last at Ornament Debut.

2 REGISTER TO WIN TWO KEEPSAKE ORNAMENTS.

Who doesn't like to win free stuff? This year we're giving away two very special designs: A North Pole Stroll by Robert Chad and a repaint of Orville Wilson's I Can Do It!

This Register to Win is sponsored by the store in which it is being conducted. To unsubscribe from future contest and sweepstakes notices from Hallmark, please call 1-800-HALLMARK. © 2013 Hallmark Licensing, LLC



3 GET YOUR CLUB-EXCLUSIVE ORNAMENT.

Membership has its privileges. So be sure and pick up your ceramic Wiggly-Giggly Penguin by Sue Tague. It's one of the best perks of the year, and it's only available during Ornament Debut.



Limit one per 2013 membership. While supplies last. See stores for details.

4 PICK UP ALL 3 MYSTERY ORNAMENTS.

This year, we're featuring three all-new Frosty Friends designs including one that will remain secret until Ornament Debut. The only catch? You won't know which one you're getting until you open the box. Great for collecting, gifting and trading.

Available beginning 10/5/13 while supplies last. All sales are final - no refunds, returns, or exchanges. Tax not included.



Who will it be?

* Offers valid at participating Hallmark Gold Crown stores in the U.S.A. only. See store for details.



"S" Is for Snow!
Available October 5



"N" Is for Nip in the Air!
Available November 8



"O" Is for Ooooh!
Available November 29



"W" Is for Welcome, Wonder!
Available December 6

Start a little frosty fun this season.

Tammy Haddix revisits her Frosty Fun Decade ornament series with the Let it Snow collection. The first ornament, "S" is for Snow! will be available during Ornament Debut while supplies last.

HOLIDAY OPEN HOUSE

KEEPSAKE ORNAMENT CLUB EXCLUSIVE

Stop by Holiday Open House beginning Nov. 8th and pick up Edythe Kegrize's ceramic and metal Glad Tidings Bell, available only to KOC members.

While supplies last. Limit one per 2013 membership. See stores for details.



Add an MVP to your tree.



Updated to match his 2013 Stanley Cup victory, this repaint of Anita Marra Rogers' 2010 Patrick Kane ornament was a late add to the line.

Available in October. Contact your local Hallmark Gold Crown Store for details.

SIX REASONS TO SET YOUR ALARM ON OCTOBER 5TH

GET YOUR HANDS ON THESE *Limited-Quantity*
KEEPSAKE ORNAMENTS BEFORE THEY'RE GONE.

- 1 Equipped with grappling hooks, cannons, machine guns and its distinct 20" tires (scaled down for our purposes), the **Bat-Pod** blends gadgetry and go power, perfect for the indefatigable superhero known as *The Dark Knight*.
- 2 Collectors have been requesting a pink repaint of the **2037 Steam Locomotive** for quite some time. Why? Well, in 1957 LIONEL® produced the rare Girl's Train Set in an attempt to increase market share. While the "Pink Frosting" 2037-500 Adriatic 2-6-4 was a complete commercial flop back then, today it's one of the most collectible train sets of all time.
- 3 **A Visit From Santa** by Tammy Haddix is a special 5th anniversary commemorative of the eponymous series that first appeared in 2009. Each ornament in the original series featured one visitor. This year's ornament features all five.
- 4 **Gollum™**, depicted as he appears in *The Hobbit: An Unexpected Journey™*, is unaware of the true nature of the ring. He knows only that it is more "precious" to him than life itself.
- 5 Sharon Visker brings us the latest in her Season's Treatings series with **Yummy Yule Log Cake**, a delicious nod to a European Christmas tradition inspired by her many visits to Germany.
- 6 Fresh with Snow White's kiss on his forehead, **Free Kisses** depicts Dopey, the loveable character from *Snow White and the Seven Dwarfs* ready to give out kisses at no charge.



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Available December 6th!

HAVE A BALL WITH THIS NEW FIRST IN SERIES.

New for 2013 is the exquisitely designed and crafted Christmas Commemorative by Terri Steiger. Featuring red glass as a nod to Keepsake's 40th anniversary, the ornament features intricate sand-blasted surface detail and a metal cap. It's a great way to celebrate all the special moments of 2013 and begin a new series as well.

Catch a **SNEAK PREVIEW** of the 2014 Christmas Commemorative
2nd in series at KOCmembers.com starting October 21st!

Hangin' WITH YOUR BUDDIES

August 2-3

THE 2013 KEEPSAKE ORNAMENT CLUB EVENT

On August 2nd, about 2,200 Hallmark Keepsake Ornament enthusiasts of all ages descended on the Sheraton Hotel in downtown Kansas City for two days of ornament-inspired fun and activities. We raised a total of \$52,500 for CureSearch® for Children's Cancer—and if events like the Friday night dinner and very lively artist Q&A are any indication, everyone had a really great time. See more 2013 photos and highlights at KOCevents.com.



A Keepsake Artist Diana McGehee shares unique Christmas Tree ideas.

B Many attendees of the annual Local Club Dinner came in costume to celebrate the 75th anniversary of the film classic THE WIZARD OF OZ™.

C Keepsake Artist Orville Wilson poses with a young fan.

D Keepsake Artists Terri Steiger, Nello Williams and Sharon Visker describe items for bid at the charity auction.



SAVE THE DATES

Don't miss these upcoming events, only at participating Hallmark Gold Crown stores.

Keepsake Ornament Debut | OCT. 5-13

Pre-Season Stock-up Event | OCT. 14-27

Holiday Open House | NOV. 8-11

Snowvember Weekend Event | NOV. 22-24

Keepsake Ornament Gift of Memories Weekend | DEC. 6-8

SUBMIT YOUR ENTRIES FOR 2014 IN-STORE ARTIST SIGNINGS!

There are only a few weeks left to enter the Keepsake Ornament Club's contest to win an in-store signing event at your local Hallmark Gold Crown store. Sign in to KOCmembers.com and learn how your local club can submit an entry today.

One entry per club. Submissions must be received by Dec. 31, 2013.

for keeps

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Hallmark
KEEPSAKE
ORNAMENT CLUB

ENGINEER RON CARLSON RETIRES FROM THE KEEPSAKE STUDIO.

Learn about Ron's 34-year career bringing some of Hallmark's most popular Keepsake Ornaments to life at KOCmembers.com.



Ron helped bring Steamboat Junction to life by designing a paddle wheel that actually turns.

RENEW NOW AND EARN 250 BONUS POINTS!

This may be the final issue of *For Keeps* this year, but it doesn't have to be your last. Just renew your membership before December 31, 2013, and continue to enjoy the perks that the Keepsake Ornament Club offers—including 250 Bonus Points just for signing up!

Offer valid through 12/31/13. Must be a Crown Rewards member to receive Bonus Points. Limit one bonus per membership, per offer. No cash value. Bonus Points will be credited quarterly and can be verified online at Hallmark.com/CrownRewards. © 2013 Hallmark Licensing, LLC



On behalf of the entire Keepsake studio, thank you for making 40 wonderful years of Keepsake Ornaments possible.

2013
ORNAMENT
DEBUT
WEEKEND

OCTOBER 5-6

Details inside.

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ORNAMENT CLUB

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