

BETTER BE FIRST, 'CAUSE THESE WON'T LAST!

Keepsake Ornament Debut Weekend, October 4–5, is the time to find these **LIMITED-QUANTITY ORNAMENTS**. And your Hallmark Gold Crown store is the **ONLY** place!

- 1 **Very Merry Christmas Fairy** is the “sister” ornament to last year’s KOC convention-exclusive Winter Fairy. This 2014 repainted version goes all out for Christmas in very merry style!
- 2 One of Batman’s most powerful foes, **BANE** ravages Gotham City™ in 2012’s *The Dark Knight Rises*.
- 3 A salute to **G.I. Joe** on his 50th anniversary. With an unequalled career of service (and iconic toy status), he is truly a hero for all times.
- 4 This Precious Moments styling of **Jasmine and Rajah** captures their friendship at its heartwarming best!
- 5 **White Chocolate Moose** Have you heard? Our repaint of 2012’s Chocolate Moose ornament has arrived! (And that’s no bull!!)
- 6 Gooood ghost doggie. Zero, Jack Skellington’s loyal ghost dog, had no idea of the trouble he was flying into. Celebrate scary Christmas, with **Jack’s Peculiar Pet**.
- 7 **Pennsylvania Torpedo Locomotive** You’d better go full steam ahead for this gold-painted version of the 19th ornament in the LIONEL Trains series, or this mighty locomotive will pass you by.
- 8 Say it with us...awww. **Lotus and Poinsettia**, 1st in the Baby Fairy Messenger series, are gonna look great with your Fairy Messenger ornaments!



LOOK FOR US IN 2015!

Mini

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KEEPSAKE MOMENTS HAPPEN EVERY DAY

Whether it's a moment perfectly captured by an ornament, or an ornament that inspires a moment of its own, capture a photo and description of your Keepsake moment and share it, post it, pin it or tweet it using **#KEEPSAKEIT**

YOU CAN ALSO SHARE IT DIRECTLY WITH US:

➔ TALK TO US, MEET OTHER COLLECTORS, GET THE SCOOP! ➔

“Like” us at [Facebook.com/HallmarkKeepsakes](https://www.facebook.com/HallmarkKeepsakes)

NO PURCHASE NECESSARY; void where prohibited. To enter, share your Keepsake moment or photo on www.hallmark.com/keepsakeit or post your name, address, photo & email online on 3" x 5" paper & mail to: Hallmark Keepsake Sweepstakes, Winners List, 2025 Grand Blvd., Suite 700, Kansas City, MO 64108. During the sweepstakes period, the odds of winning are 1 in 10,000. Sweepstakes ends 11:59 p.m. CT 12/31/14. Must be 18+; legal residents in the 50 United States or the District of Columbia. For entry limits and complete details and rules, visit www.hallmark.com/keepsakesweepstakes. Sponsor: Hallmark Licensing Company, LLC ©2014 Hallmark Cards, Inc. Kansas City, MO 64108.

IT'LL BE MERRY,
IT'LL BE BRIGHT,
WILL you BE READY
FOR
SANTA'S
BIG
NIGHT?

LOOK INSIDE FOR YOUR
2014 KOC RENEWAL FORM.

< MEMBER NUMBER >
< FIRST NAME > < LAST NAME >
< ADDRESS 1 >
< ADDRESS 2 >
< CITY > < STATE > < ZIP >
< PHONE NUMBER >

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FOR KEEPS

VOLUME THIRTEEN
ISSUE FOUR
FALL 2014

KEEPSAKE
ORNAMENT CLUB

VOLUME THIRTEEN | ISSUE FOUR | FALL 2014

Hallmark
KEEPSAKE
ORNAMENT CLUB

FOR KEEPS

inside: Limited-Quantity Ornaments | Ken Crow's Tree Topper | 2015 KOC Event | Gift of Memories Box

IT'S OUR ALL-NEW DEBUT!

Get ready for 100+ new ornaments and lots more fun.

The stage is nearly set for brand new ways of keeping your favorite memories when Hallmark Gold Crown stores open their doors for Ornament Debut Weekend.

On October 4–5 you will find a new kind of suspense with this year’s Mystery Ornaments. Enjoy seven new limited-quantity designs and see a handful of new ornaments revealed that don’t appear in this year’s *Dream Book*. And, of course, there are more than 100 ornaments new for Debut that will take their places on store displays before finding special homes on the tree.

Then again, some of those new ornaments might capture thoughts of fun times right in the kitchen. Thanks to Keepsake Artist Debra Nielsen, a kitchen, a breakfast nook or any room in the house can be brightened for the holidays with the Making Sweet Memories Ornament Tree. The tabletop features a cooking motif complete with a Bundt cake pan as a base and a star-shaped cookie cutter at the top.

“We’ve done so many ornaments for memories of cooking with loved ones,” Debra says, “and we wanted to make a tree especially for those ornaments that is sturdy and clean—just right for a kitchen.”

What will Debra hang on her Making Sweet Memories tree? “I’d go with this year’s A Pinch of Love mixing bowls ornament,” she says. “I made it with (Keepsake Artist) Ruth Donikowski and I think it turned out great.”

Take a look inside for more details of what we think will make your Ornament Debut fun and memorable.



Making Sweet Memories
*Ornaments sold separately.

A TOPPER TO TOP THEM ALL!

For Keepsake Artist Ken Crow, this year's Here Comes Santa Claus! tree topper, a first of its kind for the Magic Cord, is a labor of love 27 years in the making.

"In 1987," Ken says, "I was allowed to work in Hallmark's Rice Innovation Center on the coolest anything Christmas I could think of. This was part of what I imagined there."

The concept certainly has evolved over time, Ken says, particularly with the inspiration and influence of several Keepsake collaborators. He credits Jim Tronoski, product development director and Charles Young, product development manager, for helping him push the idea to its imaginative heights. In bringing the topper to the tree, Ken says it would not have been possible without Hallmark writer and composer Tracy Icenogle's music stylings or Keepsake senior engineer Phu Dang's technical wizardry.

"Tracy is such a complete thinker. He really can do it all," says Ken. "And Phu is...phu-nomenal! Where my mind went to mechanical movement, his went to electronics and light projection. This topper lifts everything to a higher level."

IT'S LIKE A FIREWORKS SHOW AT A THEME PARK!

- KEN CROW, KEEPSAKE ARTIST

Here Comes Santa Claus! features ol' Saint Nick and his tiny reindeer circling a multi-pointed star. At the touch of a wireless remote control, the topper bursts into song and illumination, not only with lights flashing around it but with images projected onto the ceiling. Being part of the Magic Cord system, the topper also leads a synchronized light show of every ornament connected to the cord.

"It's a coordinated performance," Ken says. "It's as if the topper were the conductor and the orchestra of ornaments on the tree comes to life. We worked hard to get as close as we could to the excitement of Santa's actual visit."

"It's like a fireworks show at a theme park," he says and smiles. "When we can create that kind of thrill, it's worth every effort."



DESTINATION KEEPSAKES

Keepsake Ornament Club members with eyes on next year's Destination Keepsakes event in Kansas City, Mo., can start some of their planning now.

Room reservations are open at the Sheraton Kansas City Hotel at Crown Center in downtown Kansas City for the three-day event, scheduled Aug. 6-8, 2015.

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.

2015 KOC EVENT UPDATE

While the first day of the event will be devoted to registration, a full schedule of activities will be planned that Friday and Saturday, including artist signings, informational seminars and games.

Those attending Destination Keepsakes will have opportunities to get exclusive Keepsake Ornaments as well as other products available only at the event.

Registration will open in Spring 2015 on our KOCevents.com website. This is the only way that registrations will be accepted for the event.

Watch for more news and information in the events section of KOCmembers.com and in coming issues of *For Keeps*. We hope to see you there!



THERE'S STILL TIME TO RENEW AND GET YOUR EXCLUSIVE ORNAMENTS

CHOOSE AMONG THESE EASY WAYS TO RENEW!

- Register at Hallmark.com/KeepsakeOrnamentClub (U.S. residents only)
- Call us at 1-800-HALLMARK
- Mail your form to P.O. Box 419824, Kansas City, MO 64141-6824
- Fax this form to 1-800-200-3400

MEMBER NUMBER		FKEEPS14
NAME _____		
ADDRESS _____		
CITY _____ STATE/PROVINCE _____ ZIP/POSTAL CODE _____		
HOME PHONE _____ CELL PHONE _____		
EMAIL (OPTIONAL) _____ BIRTHDAY _____ MONTH _____ DAY _____		

PRICING INFORMATION*

- | | |
|---|--|
| ☐ Membership With Two Ornaments | \$30.95 (includes shipping, handling and tax) |
| ☐ Membership With Three Ornaments | \$52.95 (includes shipping, handling and tax) |
| ☐ Teddy Bear Maker Ornament Offer | \$19.90 (includes shipping, handling and tax) |
| ☐ Victorian Dollhouse Ornament Offer | \$39.90 (includes shipping, handling and tax) |
| | Total \$ _____ |

*All prices quoted in U.S. funds. If shipping to Canada, please add \$5.00.

MAKE YOUR PAYMENT

☐ Check/money order payable to Hallmark Keepsake Ornament Club		
(U.S. FUNDS ONLY)	☐ VISA	☐ MASTERCARD
	☐ DISCOVER	
CREDIT CARD NUMBER	_____	
SIGNATURE	_____	EXP. _____
		MM/YY

MEMBERSHIP ORNAMENTS

With your 2014 Keepsake Ornament Club membership of \$25.00* you can choose two of the three beautifully crafted Club membership ornaments shown below. Want all three? Just send an additional \$20.00.* Check the boxes below the ornaments you want. If you leave them blank, we'll select your ornaments for you. Limit one of each design per membership.



☐ Christmas Window 2014



☐ Mice Cream Sundae



☐ Santa's Grandfather Clock

EXCLUSIVE OFFER!

As a Keepsake Ornament Club member for 2014, you can purchase the Club-exclusive ornaments Teddy Bear Maker for \$19.90* and Victorian Dollhouse for \$39.90.*

Limit one of each per membership. Each ships separately from membership ornaments.



Teddy Bear Maker



Victorian Dollhouse

Order and Shipment Information: • All orders must have a U.S. or Canadian shipping address. • If ordering from outside the U.S., please pay in U.S. funds. • Canadian customs requires consumers to pay customs clearance charges and applicable taxes on each shipment. • Membership ornaments will arrive 4-6 weeks after ordering. • Credit card orders will not be billed until ornaments ship. Orders placed on credit cards expiring prior to shipping will not process until a new expiration date is provided to KOC. • All credit card payments are pre-authorized when processed and again when shipped. Debit card users will see the funds reserved approximately three business days after initial processing and shipment. Any debit impact is due to the rules of your debit card issuer. • Ornaments available while supplies last.

For full KOC membership terms and conditions, visit KOCmembers.com. To see Hallmark's current privacy statement, go to Hallmark.com or call 1-800-HALLMARK. © 2014 Hallmark Licensing, LLC

A SPECIAL GIFT OF MEMORIES

The third Keepsake Ornament Gift of Memories Weekend begins on December 5. Along with 10 new ornaments, a very special Keepsake Ornament Storage Box will be introduced. We asked designer Matt Johnson about the inspiration behind the box.

"Our goal was to create a storage box that would highlight the rich history of Keepsakes, with a nostalgic feel. We landed on a vintage steam trunk theme to capture the 'golden age of travel.'"

Then we asked, 'What would the golden age of travel be like if we could visit some of our favorite Keepsake series places?' That inspired the travel labels that feature many popular past and present series of Keepsake Ornaments."

As for where his own Keepsake travel plans might take him, Matt says, "I think I would want to stop off at Mama's Ristorante Italiano for a bite to eat. Then the family and I would head up to the Snowtop Lodge for some R & R. Hopefully the Noelville sweet shop is close by..."



Keepsake Ornament Storage Box

THERE'S PLENTY MORE TO SEE IN-STORE!

KEEP UP ON THESE ORNAMENTS AND MORE AT KOCMEMBERS.COM.

• ORNAMENT DEBUT - OCTOBER 4-5 •



A DELICIOUS MYSTERY AWAITS as you open this repainted version of Oh, So Sweet, the first in the Christmas Cupcake series. Will yours be the limited quantity Golden Cupcake?

HERE COMES THE SUGAR!

Don't miss a single Merry Maker release! Dandy Candy Elf on 10/4, Sweet Treat Penguin on 11/7, Jolly Gingerbread House on 11/28, Frosting Frosty Friend on 12/5.



GUARANTEED MEMORY-MAKERS!

Don't miss a trio of classic ornaments being revealed on Ornament Debut Weekend!



VROOM, VROOOO!

Your Club-exclusive Ornament is racing in for Debut! It's Don Palmeter's 1949 Mercury Custom.

• HOLIDAY OPEN HOUSE - NOVEMBER 7-16 •



DECK THE HOUSE!

Start by decking your tabletop with this Orville Wilson creation. Lights and sound guarantee tabletop magic!

BRING HOME THE HOLLY-JOLLY!

Artist Joanne Eschrich created Douglas J. Spruce, a companion to the Snowtop Lodge series, your Club-exclusive Ornament.



2ND IN THE CHRISTMAS COMMEMORATIVE SERIES

From Terry Steiger, an elegantly crafted glass ball that promises to become a family treasure.