

VOLUME SIXTEEN | ISSUE FOUR | FALL 2017

For Keeps

Ornament Debut Event

OCTOBER 7-15

FUN FACTS FROM
EDYTHE KEGRIZE

LOCAL CLUB
SETS STANDARD
FOR GIVING

TRAVELING THE WORLD
FOR THE VERY BEST




KEEPSAKE
ORNAMENT CLUB

30TH ANNIVERSARY

So much in store at the Ornament Debut Event, Oct. 7-15

Join us for a fun-filled event,
featuring highly-anticipated
releases and great special offers.

Come in opening weekend, Oct. 7-8,
for weekend-only Bonus Points.

Take a look at just a few of the
highlights we have in store. Learn more
at Hallmark.com/OrnamentDebut.

YOUR CLUB-EXCLUSIVE SCOTLAND SANTA

Created by Edythe Kegrize,
this in-store, club-exclusive
ornament is rich in detail.



Edythe started with in-depth
research on the artistries and
iconic symbols of Scotland.
“I look at things that people
think of first when they think
of the area and then also like to hide little
things in the surface design that are of
importance as well. The plaid and the
bagpipes are iconic, and he’s wearing a
tam, the traditional Scottish hat.”

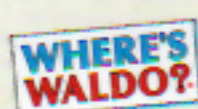
What’s not as obvious is one of those
little things Edythe hid. “There’s a Celtic
knot surface design that incorporates a
stylized thistle, which is an emblem of
Scotland.” The thistle is an important
symbol of Scottish heraldry that has
inspired legends and poetry and can be
seen in artwork throughout Scotland.

Edythe’s detailed work also includes
attachment details like the cord with
a tassel that holds the pipes of the
bagpipes together. “I wanted to add
that extra little attachment detail of the
cording to make it feel authentic.”



WHERE’S WALDO?

We’ve hidden him
somewhere in this issue.
Can you find him? Don’t
forget to look for him at
Ornament Debut, too!



2017 LIMITED QUANTITIES

Hurry in! One per customer while supplies
last, available exclusively in store.



Dorothy™ | \$7.95
QXE3182



**671 S-2 Turbine Steam
Locomotive | \$19.95**
Wheels turn.
Die-cast metal. QXE3095



Batmobile™ | \$19.95
BATMAN™ Wheels turn.
Metal. QEP2117



**Robin™: The Boy
Wonder | \$15.95**
BATMAN™ QXE3112



FROSTY FRIENDS BRING FUN TO THE TABLE

Created by Tom Best, this Frosty Friends tabletop decoration features candy cane log-rolling motion, along with lights and music. So how does Tom come up with all those fun designs for Frosty Friends? He says, "I always start by thinking, what would you do if you had animal friends and lived on the frozen tundra?"

Fun fact: In nearly 40 years of Frosty Friends, 10 different artists have contributed to the designs, with Tom working on them for the last 10 years.

Remember to look for a special offer on this Frosty Friends piece at Ornament Debut!

DISNEY MICKEY MOUSE AND MINNIE MOUSE LIGHT UP THE HOLIDAY

Disney fans are saying, "Oh, What Fun!" to this coordinating Tree Topper and Tree Skirt. Featuring the same characters and sleigh, both feature light, and the tree topper also has sound! See more details in your KOC Dream Book. Look for a special offer on this pair at Ornament Debut!



Disney

► Find all the event details at Hallmark.com/OrnamentDebut



Winter White Owl | \$29.95
Porcelain and metal.
QXE3165



Luigi | \$15.95
Companion ornament to Yoshi and Mario.
QXE3142



Santa's Little Helper | \$17.95
Disney Pluto Companion ornament to Here Comes Santa! QXE3005

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BATMAN and all related characters and elements © & TM DC Comics. (s17)
THE WIZARD OF OZ and all related characters and elements © & TM Turner Entertainment Co. Judy Garland as Dorothy from THE WIZARD OF OZ. (s17)
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At left, Edythe's childhood egg ornament designs.

Fun facts about Edythe Kegrize

1. Greeting cards make her a better Keepsake artist

This will be my 38th year at Hallmark, and nearly 25 of them were spent illustrating greeting cards. I did illustrations with very decorative surface patterns and floral designs, that's where my attention to detail and love for decorative design took root. That's what makes my ornaments a little more unique, that I add a rich surface design overlay to simple forms. This combination is kind of a signature look for me. I like the simple forms for a more modern aesthetic but don't want to give up on my love of detail that the surface designing allows.

2. Her ornament career started early

I made Christmas ornaments throughout my childhood. Every year I would come up with some new idea. Back in the day, they had craft projects in magazines, like the latest thing you can make with simple kitchen items, like bread dough or salt dough. I'd get ahold of that and mix it up and add my own

little twist to create my ornaments for the year. My mom would also blow out eggs for me, and I'd paint little bird scenes on them and trim them with gold cords and beads. It seems only fitting that I'm occasionally referred to as the bird lady, since I really have been designing bird ornaments for what seems like forever.

3. Grandma threw her under the bus?!

My great grandma loved flowers. She would pick flowers you weren't supposed to pick and blame it on me. She was in her 90s and she'd want to walk with me around the block or in a nice city park and she'd pick a flower and put it in her boutonniere. On a couple occasions, a guard came along, and he'd say, "You know, you're not supposed to pick the flowers, Ma'am." And she'd look at me and say, "I'm sorry, I didn't catch her soon enough, what am I going to do?" She just threw me under the bus every time.

See more fun facts about Edythe at [KeepsakeCommunity.Hallmark.com](https://www.KeepsakeCommunity.Hallmark.com)



Members of the Boise Tree Trimmers gathered in June for a summer picnic.

Boise Tree Trimmers give back in a big way

The Boise Tree Trimmers started their club in 1994 and have grown to 27 members since that time, with membership spread throughout southern Idaho and even into Washington. Previously centered in Boise, the club now calls Twin Falls home base and is sponsored by Mydona Baxter, the Hallmark store manager at Kurt's Pharmacy.

Hank Nystrom, club VP, explains that there have been challenges with club members spread out geographically, with most making a 2-hour drive to Twin Falls for events, but "the store has been amazing to help us figure out how to get things done."

And this club has gotten things done in a very big way. "We always try to make our gatherings fun and help out charities," Hank explains. "Since we moved from Boise to Twin Falls last July, we want to do things for that community. We had our first raffle for the Twin Falls Senior Center and raised \$500!"

Raising money for community needs has always been a priority for the Boise Tree Trimmers. They've raised money and collected donations

for organizations including the Idaho Humane Society, the City Lights Women and Children's Crisis Center, Special Olympics, Toys for Tots, the Boise Rescue Mission, Habitat for Humanity and many more.

Members make time for fun and fellowship, too. They enjoy sharing their passion for Keepsake Ornaments and love sharing their decorated trees. They did a progressive tour of members' homes last Christmas to do just that, and this year got together for painting snowmen in January and an Easter egg hunt in April. At their June picnic, they chose the Twin Falls Humane Society as their next charity to support.

The Boise Tree Trimmers club has raised nearly \$15,000 in support of their communities since 1994, and they're not stopping there. They're looking forward to an ongoing tradition of giving and to many years of fun with their sponsor, Kurt's Pharmacy.

Get this club's advice on how to be more active in your community at [KeepsakeCommunity.Hallmark.com](https://www.KeepsakeCommunity.Hallmark.com)

Traveling the world for Premium Keepsake Ornaments

When it comes to creating ornaments for our Premium Collection, we are always committed to making the very best. To do that, we sometimes turn to others for expertise. For example, we turned to Germany to manufacture Tom Best's full-size beer stein, and we went to Poland for blown glass. These specialized skills enable us to bring you some really amazing products, while developing great relationships with talented artisans. Here are a few photos from our travels, and we invite you to see more by visiting Keepsake Community.



See more travel photos from our work on Premium ornaments at [KeepsakeCommunity.Hallmark.com](https://www.KeepsakeCommunity.Hallmark.com)



A HIDDEN HALLOWEEN MESSAGE

When you look at this year's Halloween ornament, the 5th in the Happy Halloween! series, what do you see? Besides that cute mummy, we mean. What appears to be random symbols inside the jack-o'-lantern are actually hieroglyphics with a hidden message! It translates to "All Wrapped Up in Halloween Fun! Anita Rogers 2017." As of this printing, you're the only ones who know our little secret!

QVC TO FEATURE MORE KEEPSAKE ORNAMENTS

QVC initially featured exclusive Keepsake Ornaments in July. Now we can announce that additional ornaments will be featured in both October and November!

In October, look for the Keepsake Korners collection (shown). Also featured will be Rooftop Santa, Holiday Lighthouse and Crazy Gingerbread House, each of which comes with a Magic Cord. On November 12, the Keepsake Miniature Tree set, painted in a different colorway and available exclusively on QVC, will be the "Big Deal" on QVC2. All ornaments are dated and available in limited quantities, so don't miss your chance!



Watch for the October air date and find more details at [KeepsakeCommunity.Hallmark.com](https://www.KeepsakeCommunity.Hallmark.com)



BIG CLUB NEWS IS COMING SOON

We can't release details just yet, but we want you to know that next year's club membership is going to be better than ever. Change is good, and we're working hard to make certain these changes are great. Watch for updated information on the Keepsake Community site, and be the first to know!

Check it out at [KeepsakeCommunity.Hallmark.com](https://www.KeepsakeCommunity.Hallmark.com)

Convention highlights

This year's 30th anniversary Keepsake Ornament Club convention was filled with amazing fun and memories. We were thrilled to meet everyone who was able to be there, and we're grateful you shared the experience with us.



See our highlights and photos, and share your memories at [KeepsakeCommunity.Hallmark.com](https://www.hallmark.com/keepsakecommunity)

Save the date

OCTOBER 9

Fan convention exclusives on sale

These exclusive ornaments are on sale only for club members and only at [Hallmark.com/KeepsakeOrnamentClub](https://www.hallmark.com/keepsakeornamentclub). There are only 250 of each, so get 'em before they're gone!



DECEMBER 1-3

Gift of Memories
Weekend Event

Join us for the final Keepsake Ornament releases of the year, plus event-exclusive offers!

DECEMBER 31

Artist signing event
submission deadline

Get your entries in for a Keepsake artist signing event in your store! Find submission details at [KeepsakeCommunity.Hallmark.com](https://www.hallmark.com/keepsakecommunity)