

Collectively Speaking

The local club newsletter for the Hallmark Keepsake Ornament Club

August 2015

The Fun Continues in 2015!

We had so much fun seeing you during Keepsake Ornament Premiere and hope you all had a great time seeing the first releases of 2015. We know you love to see if other Keepsake Ornament collectors were excited about the same ornaments as you, so...

Your Top Ten favorite ornaments from Keepsake Ornament Premiere!

10: C-3PO™ and R2-D2™, 19th in the *Star Wars™* series

9: Blue Bunting Mini

8: Chessie System Locomotive, 20th in the *LIONEL® Trains* series

7: A World Within, 1st in the series

6: Frosty Friends, 36th in the series

5: Western Tanager, 11th in the *Beauty of Birds* series

4: Frosty Fun Decade, 6th in the series

3: Cookie Cutter Christmas, 4th in the series

2: Season's Treatings, 7th in the series

1: Five Golden Rings, 5th in the *Twelve Days of Christmas* series

Were any of these on your Wish List? What else are you waiting for to arrive? As a fun game, see who in your club can guess the Top Ten Keepsake Ornament Debut favorites! We'll share results in the next Collectively Speaking.

Farewell from Destination Keepsakes

A heartfelt thank you to those that joined us in Kansas City and made the Destination Keepsakes Event such a success. As always, it is wonderful to see so many new and returning friends and share our passion for Christmas, Keepsake Ornaments and the memories they represent!

Time to Hit the Books

It is hard to believe that the summer is almost over and that our favorite students will be back to school any day. One thing that Keepsake Ornaments has become known for is their wide array of new and classic literary content. 2015 is no exception as the line features wonderful classic titles like *Goodnight Moon*, *Hop on Pop* and Little Golden Books *The Pokey Little Puppy*. There are also new favorites like *On The Night You Were Born™* and the fun loving *Fancy Nancy™* who according to artist Anita Marra Rogers "thought it was about time she was shown in a Christmassy situation!"

"Exploring the literary content that we can bring to life in ornaments is one of my favorite categories to work on," says Keepsake team member Theresa Murphy. "I myself have two young girls and know first-hand the power of reading and the memories that are built around sharing wonderful stories with your children. My oldest daughter is headed to kindergarten this year and I'm sure every parent remembers the mixed emotions that come with this milestone. No matter how old she is, though, I know that we will always have these special reading moments together."

The Keepsake library will continue to grow in 2016 with a new title from the beloved Little Golden Book collection. Do any of you have fond memories of *The Shy Little Kitten*?



Mark Your Calendar for Ornament Debut!

Ornament Debut Weekend, Oct 3rd-4th, will be here soon and there are many great reasons to be excited – over 100 new ornament releases, including six limited-quantity ornaments and four new 1st in series. There are more great offers including savings on the Keepsake Kids Christmas Tree and the *Here Come Frosty Friends* Mantlescape from The World of Frosty Friends, Bonus Points for Crown Reward members making ornament purchases and so much more. And for those that shopped at Premiere - don't forget to pick up your FREE Tippity-Tap Toy Soldier with a Keepsake Ornament purchase during Keepsake Ornament Debut weekend!

A Lot to Celebrate for the Peanuts® Gang

2015 is a big year for the Peanuts gang in more ways than one. This year is the 65th anniversary of the original cartoon from creator Charles Schulz. These lovable characters have provided us too many laughs and memorable moments to count over the years. This year also marks the 50th anniversary of the classic Holiday TV special. There are two special ornaments this year to celebrate. *50 Years of A Charlie Brown Christmas* features Schroder, Lucy and the unforgettable theme song while Snoopy does his classic happy dance. There is also a special porcelain *50th Anniversary Doghouse*. Both pay homage to this classic tale of Christmas.

Not all things with Peanuts this year are celebrations of the past – this November the Peanuts cast will star in a brand new movie, appropriately titled *The Peanuts Movie*. The film features the classic cast and has a special appearance by the *Flying Ace* and talented artist Jim Kemme beautifully captured this character for your tree.

“I have been fortunate to work on the Peanuts offering for Keepsake Ornaments for the past few years. The Peanuts characters are charming and offer so much opportunity for storytelling,” says Kurt Gaulke, Keepsake Product Development Manager. His love of these classic characters shows as they are brought to life in his drawings and in Keepsake Ornaments.

2016 In-Store Signing Events Local Club Challenge Deadline is Near!

The Keepsake Studio Artists want to come visit you!

In 2016, the Keepsake Studio Artists will once again be visiting Hallmark Gold Crown stores around the country. If you would like to have a signing event at your local store, make sure to get your submissions in by the deadline, **December 31, 2015**. For full details on how to enter, visit KOCMembers.com (Resources and Archives page – Local Club section) or refer to the February 2015 Collectively Speaking.

Mail submissions to:
Hallmark Keepsake Ornament Club
Local Club Challenge
PO Box 419580 MD #830
Kansas City, MO 64141

More Exciting News to Share about 2015!

We have so much to share, but can't quite find the room to get it all in. To stay informed, make sure to get your 2015 KOC Membership completed and continue to visit KOCMembers.com and Hallmark.com for the latest news. To have even more fun with Keepsake Ornaments, make sure to follow us on Facebook at our dedicated Hallmark Keepsake Ornament page, where we are always sharing fun updates, info and surprises! www.facebook.com/HallmarkKeepsakes

Send Local Club or retail sponsor updates, questions, suggestions, newsletters or information about the activities or service projects you're doing to:

**Hallmark Keepsake Ornament Club
Local Club Program
PO Box 419580, MD #830
Kansas City, MO 64141**

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