

# Collectively Speaking

The local club newsletter for the Hallmark Keepsake Ornament Club

May 2015

## Fifth Anniversary Fun, A Sneak Peek, and A Look At What Might Have Been!

This year there are four fabulous series celebrating their 5<sup>th</sup> anniversaries; Twelve Days of Christmas, Once Upon a Christmas, Angels Around the World and Disney•Pixar Legends. Each of these ornaments has a special story to tell.

From the start of the Twelve Days of Christmas series, Keepsake Artist, Edythe Kegrize has been thinking ahead to the 5<sup>th</sup> in series, *Five Golden Rings*. While the other verses in the song have clear imagery, this year's release required more planning and research.

If you have ever had the pleasure of talking to Edythe in depth about any of her ornaments, you know she has thoughtfully planned out each and every detail. Initially she was going down the path of creating a design incorporating gold jewelry rings and even created a paper mockup of a tree with the rings as garland.

*A look at Edythe's initial sketches and her paper mockup*



However, in the end it just didn't feel right so she continued to brainstorm. After researching several interpretations that suggested the five golden rings were actually rings on a pheasant's neck, she changed her design.

According to Edythe, "I chose the interpretation that suggests the song celebrates the food, music, and festivities of the Christmas celebration and that the first seven gifts are all types of birds. I chose the Chinese golden pheasant for its vibrant color, since color is one of the important elements of this series. The more well-known image of five interlocking rings is also featured on the ornament as a detail on the wing as well as the dangling attachment which displays the number 5."



For those wondering if the series will be all birds--it would be if Edythe had written the song. However, she promises to hold true to the song's verses, so there will be more birds until 2018 with the release of her creation celebrating *Eight Maids a Milking*.

The fifth in the Once Upon a Christmas series, *Packing Up the Toys* has Santa getting closer to take off. After checking his list, putting the finishing touches on toys, getting dressed in his classic red suit, and feeding the reindeer, he is finally getting ready to load up the toys. One of the toys in this ornament is a nod to a special colorway of *A Pony for Christmas* from 2011. Is there anything left for Santa to do before he takes flight? You will have to wait until next year to find out!

For five years Katrina Bricker has crafted the Angels Around the World series. This year, the angel is based on the styles and customs of *Mexico* and she is dressed in a bright, traditional costume.

*Wall-E* is the star of the fifth in the Disney•Pixar Legends series. He is the lovable robot from the 2008 film. In the film, Wall-E falls in love with another robot named Eve and he follows her on an adventure to outer space. Eve made her ornament debut as a Limited Quantity in 2012 and this 5<sup>th</sup> in series ornament is the perfect companion, as it features Wall-E holding the plant that they both helped protect in the film.

## It's Almost Time For Ornament Premiere!

The 2015 Keepsake Ornament Premiere Event kicks off July 11-12<sup>th</sup>. Mark your calendars now! At the event, eight limited-quantity ornaments will be released, you'll save on great promotional items, get rich bonus point offers, and much more. Be sure to bring your 2015 Keepsake Ornament Club membership card to Ornament Premiere to get your free ornament, *Bundled-Up Bunny* by Nina Aube, with the purchase of any Hallmark Keepsake Ornament priced at \$9.95 or more.



How many of you shopped Ornament Premiere and Ornament Debut in 2014 and got the loveable *Sound the Trumpet!* musical soldier? Want to add more music to your band? If so there is a new twist for 2015--when you purchase a Hallmark Keepsake Ornament during Ornament Premiere weekend and use your Crown Rewards card, we'll mail you a coupon for a FREE *Tippity-Tap Toy Soldier* with the purchase of a Keepsake Ornament during Ornament Debut beginning 10/3/15. Let the fun and music begin!



## Take A Trip With Us At The KOC Event Live Auction to Benefit CureSearch

We have enlisted the help of our Keepsake Studio Artists to create travel themed trunks based on their favorite inspirations. While many are still in the works, we can share that Ruth Donikowski has been hard at work on a sweet cupcake case, Sharon Visser has something spooky in mind, and our special guest, Marjolein Bastin, will be contributing to the auction as well!

We're thrilled to see the artists' creations come to life for the KOC Event auction, the proceeds of which will benefit CureSearch for Children's Cancer.

Event registration is open. Visit [KOCevents.com](http://KOCevents.com) to learn more about the event and register now!

## A Special Anniversary For Two Good Friends

This year Snowball and Tuxedo celebrate 15 years of friendship with their series ornament, *Wrapped Up in Friendship*. In honor of their anniversary (and the tree they are preparing to decorate in the series piece) there is a special companion ornament that releases at Ornament Debut. Joanne was excited to add a light grommet to the piece so that fans can use the lights on their tree to bring Snowball and Tuxedo's tree to life too!

## Special Bonus Point For KOC Members

Be sure to renew your 2015 KOC membership today to receive your 2015 card before Ornament Premiere! And if you are a Crown Rewards member when you renew by July 31, 2015, you'll get **250 Bonus Points** (U.S. only)!

To learn more about the benefits of the club and for information on how to renew your KOC membership or join (using the online registration or to download an application) go to [www.hallmark.com/keepsake-ornament-club](http://www.hallmark.com/keepsake-ornament-club).

## Already Joined KOC for 2015?

Your ornaments will begin shipping soon and will start arriving in early June. Also, the packing slip included with your ornaments will contain your membership card. Please make sure to keep this card as it will be needed to purchase KOC exclusive ornaments in store and at registration upon your arrival at the KOC event.

## Local Club Call For Entries

**2016 Local Club Challenge:** Submissions for the chance for your Local Club to win an in-store Artist Signing Event are due by **December 31, 2015**. For full details, visit [KOCmembers.com](http://KOCmembers.com) or refer to the February 2015 Collectively Speaking.

We love hearing about the creative activities and community service projects that our local clubs participate in - that's why we are including local club features in For Keeps throughout 2015. Tell us about your local club; include your 2015 plans and anything new, different or exciting that sets your club apart. Please e-mail your letter to [kocmembers@hallmark.com](mailto:kocmembers@hallmark.com). We look forward to hearing from you!

Send Local Club or retail sponsor updates, suggestions, questions, newsletters or other items to:

**Hallmark Keepsake Ornament Club  
Local Club Program  
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Kansas City, MO 64141**

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