2012 KEEPSAKEornament EVENTplanner

2012 KEEPSAKEornament EVENTplanner Courtesy of digitalDREAMBOOK.com

EARLY RELEASE ORNAMENTS	ORNAMENT DEBUT WEEKEND (continued)
 Baby's First Christmas, Reissue of 2011 (February 15) Anniversary Celebration (March 5) 	Special Editions Lady Painted Bunting, The Beauty of Birds, Special Edition
□ 2012 Graduate (May 14)	Season's Treatings!, Christmas Cupcakes, Special Edition
	4449 Daylight Steam Locomotive, LIONEL® Trains, Special Edition, Repaint of 2003
DREAMBOOK/WISH LIST EVENT (April 28 - May 12)	 Eve, Disney/Pixar's WALL-E, Special Edition The Cheshire Cat, Walt Disney's Alice in Wonderland, Special Edition
Stargazer Lily Fairy, Fairy Messengers, Special Edition, Repaint of 2012 (KOC Excl.)	□ The Bat, Batman [™] , Special Edition
NATIONAL BARBIE® DOLL COLLECTORS CONVENTION (July 11-14)	Debut Register-to-Win
Shoe-sational! Barble™ Ornament, Special Edition, Repaint of 2009 (Event Excl.)	 Seasons Treatings, Special Edition, Repaint of 2012, R-T-W Prize (2/store) Heavenly Friends, Special Edition, R-T-W Prize (2/store)
COMIC-CON INTERNATIONAL: SAN DIEGO (July 12-15)	NEW YORK COMIC CON (October 11-14)
4-LOM and Zuckuss, Star Wars: The Empire Strikes Back [™] , Special Edition (Event Excl.)	4-LOM and Zuckuss, Star Wars: The Empire Strikes Back [™] , Special Edition (Event Excl.)
 □ The Dark Knight Returns, Batman[™], Special Edition (Event Excl.) □ Cylon Centurion, Battlestar Galactica[™], Special Edition, Repaint of 2011 (Event Excl.) 	 □ The Dark Knight Returns, Batman[™], Special Edition (Event Excl.) □ Cylon Centurion, Battlestar Galactica[™], Special Edition, Repaint of 2011 (Event Excl.)
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ORNAMENT PREMIERE WEEKEND (July 14-15)	LOCAL CLUB ORNAMENT
Premiere Club Exclusive Gift	Elegant Reindeer, Special Edition
Sweet Mouse, Premiere Club Excl. Gift - Free w/purchase (KOC Excl.) KOC Exclusive	SWAP PARTY (October 14)
Stunning in the Spotlight [™] Barbie [™] Ornament (KOC Excl.)	Swap Party Register-to-Win
Continuity Program	Frosty Astronaut, Special Edition, Repaint of 2012, R-T-W Prize (2/store)
□ Sled-Pullin' Pluto, Ready! Set! Snow! Collection (Continuity Program)	
Downhill-Dashin' Mickey, Ready! Set! Snow! Collection (Continuity Program)	CANADIAN EXCLUSIVES
Special Editions Winkie Guard, The Wizard of Oz, Special Edition	Oh, Canada! - October 15
Father Christmas, Special Edition	 Bobby Orr, Boston Bruins - November 1 Anne of Green Gables (1) - November 1
Snow Buddies, 15th Anniversary, Special Edition	
 1959 Gillham Special, Kiddie Cars Classics, Special Edition Traffic Troubles, Mickey Mouse, Special Edition 	VIP EVENT WEEKEND (November 2-4)
 Rapunzel, Disney's Tangled-Precious Moments, Special Edition 	KOC Exclusive
■ Momaw Nadon, Star Wars: A New Hope [™] , Special Edition	Public Library, Nostalgic Houses and Shops, Special Edition (KOC Excl.)
A Pony For Christmas, Special Edition, Repaint of 2011 Yuletide Yosemite, Yosemite Sam-LOONEY TUNES, Special Edition	Continuity Program
Premiere Special Offer	Merry Mittens Minnie, Ready! Set! Snow! Collection (Continuity Program)
□ Large Tabletop Snowtop Lodge (Premiere Special Offer)	VIP/Holiday Open House Ornament Keepsake ornament (included in VIP/Holiday Open House gift bag)
Premiere Register-to-Win	
 Puppy Love, Special Edition, Repaint of 2012, R-T-W Prize (2/store) Christmas Cardinal, Special Edition, R-T-W Prize (2/store) 	HOLIDAY OPEN HOUSE WEEKEND (November 9-11)
	□ Stocking Stuffing (included in VIP/Holiday Open House gift bag)
IN-STORE KEEPSAKE ARTIST SIGNINGS (August 3 - October 20)	SNOWVEMBER (LET it SNOW) EVENT (November 16-18)
Mrs. Claus's Stove Mrs. Claus's Kitchen Table	
STAR WARS CELEBRATION VI (August 23-26)	THANKSGIVING WEEKEND (November 23-25)
□ Obi-Wan Kenobi and Ponda Baba, Star Wars: A New Hope [™] , Special Edition (Event Excl.)	One Sweet Cookie - Free w/coupon (Premiere/Debut thank-you gift)
	KEEPSAKE ORNAMENT GIFT OF MEMORIES WEEKEND (December 7-9)
SEPTEMBER RELEASES (September 8)	Perfect Gift-Giving For Him, Her or Us
KOC Exclusive Netherlands, Santas From Around the World (KOC Excl.)	Smart Cookie
Continuity Program	Prayer Angel, Repaint of 2010 Ornament Hello, Friend, Complements 2011 Winter Friends
Cool Duck Donald, Ready! Set! Snow! Collection (Continuity Program)	 Hello, Friend, Complements 2011 Winter Friends Home for the Holidays
	Friends Forever Chap line and Partial Restrict of 2000 Chap estimate Partial Opportunity
ORNAMENT DEBUT WEEKEND (October 6-7)	 Shoe-licious! Barbie™, repaint of 2009 Shoe-sational! Barbie™ Ornament 2013 Camaro ZL1
KOC Exclusive Christmas Angel (KOC Excl.)	Grillin' & Chillin'
Continuity Program	Chocolate Moose
Snow Stylin' Goofy, Ready! Set! Snow! Collection (Continuity Program)	December Event Special Offer Our Visit With Santa, Photo holder (December Event Special Offer)
Frosty Mystery Ornaments	December Event Register-to-Win
Santa's Sweet Ride Frosty, Mystery Ornament Fairy Messenger Frosty, Mystery Ornament	Countdown to Christmas Tabletop, R-T-W Prize (3/store)
Astronaut Frosty, Mystery Ornament	
Reveal Ornaments	HALLMARK ASSOCIATE GIFT
Reveal Ornament #1 - Snowflake Spin, Kris' penguins	Noble Nutcracker, Special Edition, Hallmark Associate Gift
 Reveal Ornament #2 - Quick Curl® BARBIE® Beauty Center® Barbie™ Ornament Reveal Ornament #3 - Half-Off Hijinks!, Goofy and Chip 'n' Dale 	
 Reveal Ornament #3 Final of High Rs, doory and chip if Date Reveal Ornament #4 - 1943 Ford GPW 	

EARLY releases

Availble as noted

ALL HALLMARK GOLD CROWN EXCLUSIVES



Baby's First Christmas Reissue of 2011 Porcelain. Includes two dated attachable metal charms (2012 and 2013). On Ribbon: "Baby's First Christmas." By Edythe Kegrize. 2¾" w. \$19.95 USA QHG5614 Available beginning February 15



2012 Graduate By Orville Wilson. 45%" h. \$12.95 USA QHG5604 Available beginning May 14

DREAMBOOK (wish list) event

DREAMBOOK EVENT CLUB EXCLUSIVE ORNAMENT

Available (4.28 - 5.12) while supplies lasts

HALLMARK GOLD CROWN EXCLUSIVE



Anniversary Celebration

Porcelain. Includes dated charms (2012 and 2013) and detachable charms for 10th, 25th, 40th and 50th anniversaries. By Edythe Kegrize. 3¹/₂" h. \$17.95 USA QHG5611 (QXG4554) Hallmark Gold Crown Exclusive Available beginning March 5



Stargazer Lily Fairy Fairy Messengers Special Edition. Repaint of 2012 8th in series Fairy Messengers ornament. By Kristina Gaughran. 3¼" h. \$9.95 USA QXC8071

PREMIER

PREMIERE CLUB EXCLUSIVE GIFT

PREMIERE CLUB EXCLUSIVE ORNAMENT

Available 7.14 while supplies lasts

ALL HALLMARK GOLD CROWN EXCLUSIVE



Sweet Mouse Premiere Club Exclusive Gift. By Katrina Bricker. 1%" h. For Keepsake Ornament Club Members Free with the purchase of a Hallmark Keepsake ornament priced \$7.95 or more (regularly \$7.95) LPR3801

Courtesy of digital DREAMBOOK.com



Stunning in the Spotlight™ Barbie[™] Ornament

Fashion Model Collection Premiere Club Exclusive Ornament. Porcelain and fabric. Sculpted by Patricia Andrews. 41/2" h. \$24.95 USA QXC5041

PREMIERE continuity READY! SET! SNOW!

2012 ALL NEW HALLMARK GOLD CROWN EXCLUSIVE CONTINUITY PROGRAM

Available 7.14 while supplies lasts

ALL HALLMARK GOLD CROWN EXCLUSIVE



Downhill-Dashin' Mickey Ready! Set! Snow! Collection Nello Williams and Cullen Brown. 2" h. \$9.95 USA QRP5901



Sled-Pullin' Pluto Ready! Set! Snow! Collection Nello Williams and Cullen Brown. 1¾" h. \$9.95 USA QRP5904

PREMIERE limited quantities

Available 7.14 while supplies lasts

ALL HALLMARK GOLD CROWN EXCLUSIVE



Winkie Guard The Wizard of Oz Special Edition. Handcrafted and fabric. By Nello Williams. 6" h. \$17.95 USA QXE3001



Father Christmas Special Edition. Sentiment on scroll: Christmasa wonderful reason to celebrate... a beautiful time to rejoice. Handcrafted and fabric. By Joanne Eschrich. 55%" h. \$19.95 USA QXE3061



Snow Buddies 15th Anniversary Special Edition. On ornament: Snow Buddies since 1997* By Tammy Haddix. 3¼" w. \$14.95 USA QXE3054



1959 Gillham Special Kiddie Car Classics Special Edition. Wheels Turn. Die-cast metal. By Don Palmiter. 35%" w. \$17.95 USA QXE3051



Traffic Troubles Mickey Mouse Special Edition. Wheels turn. By Don Palmiter. 3" w. \$14.95 USA QXE3031



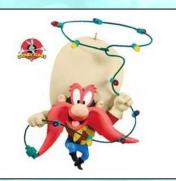
Rapunzel Disney's Tangled Precious Moments Special Edition Porcelain. 3¼" h. \$24.95 USA QXE3034



Momwaw Nadon "Hammerhead" Star Wars: A New Hope™ Special Edition. By Kristina Gaughran. 4¾" h. \$14.95 USA QXE3021



A Pony for Christmas Special Edition. Repaint of 2011 14th in the series By Linda Sickman. 3¹/₈" w. \$14.95 USA QXE3044



Yuletide Yosemite Yosemite Sam-LOONEY TUNES Special Edition. By Robert Chad. 3³/₈" h. \$14.95 USA QXE3014

PREMIERE special offer!

*\$24.95 USA with a Hallmak Keepsake ornament purchase of \$50 or more (regularly \$49.95 USA)

OFFER VALID 7.14 -7.22 while supplies lasts

HALLMARK GOLD CROWN EXCLUSIVE



Large Snowtop Lodge Porcelain and fabric. By Joanne Eschrich. Use included battery-operated tea light only. CAUTION: Do not burn candles or tea lights in snowman. 12¼" h. \$49.95* LPR3851

PREMIERE register-to-win prizes

2 of each design will be given out at each participating store

ALL HALLMARK GOLD CROWN EXCLUSIVE



Puppy Love Special Edition. Repaint of 2012 22nd in the series Handcrafted and brass. By Anita Marra Rogers. 2½" h. R-T-W LPR3821



Christmas Cardinal Special Edition. By Tammy Haddix. 25%" w. R-T-W LPR3831

2012 in-store **SIGNING** events

Available at ALL in-store signings while supplies lasts

ALL HALLMARK GOLD CROWN EXCLUSIVE



Mrs Claus's Stove Collaborative piece featuring the work of the entire Keepsake studio. Companion piece to last year's signing ornament, Mrs. Claus's Cupboard. \$34.95 USA



Mrs. Claus's Kitchen Table

Collaborative piece featuring the work of the four retired Keepsake studio artists that will be attending an in-store signing event this year. Companion piece to Mrs. Claus's Stove. By Patricia Andrews, Lynn Norton, Linda Sickman & Sue Tague. \$17.95 USA

SEPTEMBER releases

SEPTEMBER CLUB **EXCLUSIVE ORNAMENT**

SEPTEMBER CONTINUITY **READY! SET! SNOW!**

Available 9.8 while supplies lasts

ALL HALLMARK GOLD **CROWN EXCLUSIVE**



Netherlands Santas From Around the World Porcelain and handcrafted. By Edythe Kegrize. 41/4" h. \$17.95 USA QXC5051



Cool Duck Donald Ready! Set! Snow! Collection Nello Williams and Cullen Brown. 2" h. \$9.95 USA QRP5914

DEBUT

DEBUT CLUB EXCLUSIVE ORNAMENT

DEBUT CONTINUITY READY! SET! SNOW!

Available 10.6 while supplies lasts

ALL HALLMARK GOLD CROWN EXCLUSIVE



Christmas Angel Handcrafted. By Sue Tague. 31/4" h. \$14.95 USA QXC5044



Snow Stylin' Goofy Ready! Set! Snow! Collection Nello Williams and Cullen Brown. 3" h. \$9.95 USA QRP5911

MYSTERY ornaments

Back in 2012 with 3 new paint designs. WHICH 1 WILL YOU GET?

Each Frosty ornament is sealed in a box and placed in a non-see-through bag; each box contains 1 of 3 designs.

All sales final. No refunds, returns or exchanges.

Available 10.6 while supplies lasts

ALL HALLMARK GOLD CROWN EXCLUSIVE



Santa's Sweet Ride Frosty Mystery Ornament By Orville Wilson (blank) and Tammy Haddix. 3" h. \$9.95 USA QK5001



Fairy Messengers Frosty Mystery Ornament By Orville Wilson (blank) and Kristina Gaughran. 3" h. \$9.95 USA QK5001



Astronaut Frosty Mystery Ornament By Orville Wilson (blank) and Tom Best. 3" h. \$9.95 USA QK5001

DEBUT REVEAL ornaments

Look for hints about four more Keepsake Ornaments that complete the selection for 2012. You'll find them online at KOCMEMBERS.com from now until Ornament Debut Weekend, when they will be revealed for the first time. Why not play along?

Available 10.6 while supplies lasts

ALL HALLMARK GOLD CROWN EXCLUSIVE



Snowflake Spin Kris' Penguins Pull cord to hear a fun version of "Jingle Bells" and see the base light up as the three feathery friends merrily twirl. Battery operated. By Kris Gaughran. 5" h. \$34.95 USA QXG3241



Quick Curl® BARBIE® Beauty

Center® Barbie™ Ornament By Debra Murray. 3¼″ w. \$17.95 USA QXI2711 Hallmark Gold Crown Exclusive



Half-Off Hijinks! Goofy and Chip 'n' Dale Features Chip and Dale who having misread Goofy's sign cut off the top of a tree. On ornament: TREES ½ OFF! By Robert Chad. 4" h. \$17.95 USA QXD1071 Hallmark Gold Crown Exclusive



1943 Ford GPW By Steve Goslin. 3%" w. \$17.95 USA QXI2074 Hallmark Gold Crown Exclusive

DEBUT limited quantities

Available 10.6 while supplies lasts

ALL HALLMARK GOLD CROWN EXCLUSIVE



Lady Painted Bunting The Beauty of Birds Special Edition. Companion ornament to this year's Painted Bunting, 8th in the Beauty of Birds series. By Edythe Kegrize. 4" w. \$14.95 USA QXE3064



Season's Treatings! Christmas Cupcakes Special Edition. Inspired by the Snowman face cupcake featured on the Season's Treatings, 2nd in the series ornament from 2010. Handcrafted and fabric. By Ruth Downikowski. 2½" w.



4449 Daylight Steam Locomotive LIONEL® Trains

Special Edition. Repaint of 2003 8th in the LIONEL® Trains series Wheels turn. Handcrafted and metal. 41/8" w.



Eve Disney/Pixar WALL-E Special Edition. Featured upright holding a light bulb. By Steve Goslin. 31%" h. \$12.95 USA QXE3004



The Cheshire Cat Walt Disney's Alice in Wonderland Special Edition. By Nina Aubé. 35%" h. \$14.95 USA QXE3011



The Bat Batman™ Special Edition. Vehicle from "The Dark Knight Rises" By Orville Wilson. 5" w. \$14.95 USA QXE3104

DEBUT register-to-win prizes

2 of each design will be given out at each participating store

ALL HALLMARK GOLD CROWN EXCLUSIVE



Season's Treatings Special Edition. Repaint of 2012 4th in the series By Sharon Visker. 3¼" h. R-T-W



Heavenly Friends Special Edition. By Edythe Kegrize. 4½" h. R-T-W

LOCAL CLUB ornament

An exclusive gift, from the Keepsake Ornament Club, for local clubs members (with a current KOC membership)



Elegant Reindeer Special Edition miniature ornament By Katrina Bricker and Sharon Visker. QXC9149

VIP/HOLIDAY OPEN HOUSE

VIP CLUB EXCLUSIVE ORNAMENT

VIP CONTINUITY READY! SET! SNOW!

Available 11.2 while supplies lasts

ALL HALLMARK GOLD CROWN EXCLUSIVE



Public Library Nostalgic Houses and Shops Special Edition By Don Palmiter. 4" h. \$19.95 USA QXC5054



Merry Mittens Minnie Ready! Set! Snow! Collection Nello Williams and Cullen Brown. 1¾" h. \$9.95 USA QRP5921



Stocking Stuffing VIP Ornament Included in the VIP/Holiday Open House gift bag which will be given to each retailer's very best Hallmark Gold Crown Rewards card shoppers.*

*Requires a purchase of \$50 or more.



NON-CORE OUTPOSTED

Available 11.15

HALLMARK GOLD CROWN EXCLUSIVE



Swooshin' Duo Press the button to hear a parody of "Jingle Bells." Inspired by the 2012 musical decoration of the same name. Battery operated. 3"h. \$17.95 QK5011

PREMIERE/DEBUT THANK-YOU GIFT

Targeted at the best consumers who have made Keepsake Ornament purchases at both the Premiere Weekend (7.14-7.15) and Debut Weekend (10.6-10.7)

OFFER VALID 11.23 while supplies lasts

ALL HALLMARK GOLD CROWN EXCLUSIVE



One Sweet Cookie Special Edition By Kristina Kline-Gaughran. 2½" h. Free with coupon* (valued at \$9.95 USA)

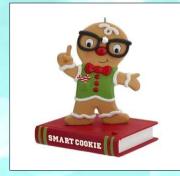
*Coupons for qualifying individuals will be included in the mid-November Keepsake mailer.



PERFECT GIFT-GIVING FOR HIM, HER OR US

Available 12.7

ALL HALLMARK GOLD CROWN EXCLUSIVE



Smart Cookie Press button to hear Festive Christmas facts. Batteries operated. On ornament: smart cookie By Ruth Donikowski. 3½" h. \$17.95 USA QXG4054



Prayer Angel Repaint of 2010 Prayer Angel (QXG3513). Ceramic. Dated charm on ribbon. By Joanne Eschrich. 5" h. \$14.95 USA QXG4011



Hello, Friend Complements 2011 Winter Friends (QXG4197). By Tracy Larsen. 3½" h. \$12.95 USA QXG4071



Home For the Holidays On ornament: Home for the Holidays 2012. By Valerie Shanks. 3½" h. \$14.95 USA QXG4031



Friends Forever On ornament: Fun Fabulous Friends Forever. By Julie Forsyth 41/8" h. \$14.95 USA QXG4051



Shoe-licious! Barbie™ Repaint of 2009 Shoe-sational! Barbie Ornament. By Debra Murray. 4½" h. \$14.95 USA QXI2974



2013 Camaro ZL1 By Don Palmiter. \$17.95 USA QXI2994



Grillin' & Chillin' By Tom Best. 31/8" h. \$14.95 USA QXG4061



Chocolate Moose By Tracy Larsen. 3½" h. \$12.95 USA QXG4091



Countdown to Christmas! Tabletop Register-to-Win Displays days, hours, minutes, and seconds until Christmas. Battery not included.

By Anita Marra Rogers. 141/2" h.

DECEMBER event promotion

\$5.95 USA with a Hallmak Keepsake Ornament purchase (regularly \$12.95 USA)

OFFER VALID 12.7 - 12.24 while supplies lasts



3 will be given out at each participating store (one for each day of the event)

ALL HALLMARK GOLD CROWN EXCLUSIVE



Limited to 24 ornaments per account.



Our Visit With Santa December Event Promotion Photo holder. By Terri Steiger. 3³/₄" h. \$12.95 USA LPR3871



Noble Nutcracker Special Edition. Hallmark Associate Gift By Edythe Kegrize. 4¼" h. (valued \$12.95 USA) QMP4060

NATIONAL BARBIE® doll collectors CONVENTION

Hyatt Regency Orange County Garden Grove, California

7.11 - 7.14



Shoe-sational! Barbie™ Ornament

Special Edition Repaint of 2009 ornament by Edythe Kegrize and Debra Murray. Limited-quantity (500 pieces) \$25.00 QMP4077 Exclusively available for purchase at National Barbie® Doll Collectors Convention.



San Diego Convention Center

7.12 - 7.15



4-LOM and Zuckuss

Star Wars: The Empire Strikes Back™ Special Edition Set of 2 ornaments. Limited-quantity (1,000 sets) By Kristina Gaughran and Robert Chad. \$35.00 USA QMP4071

Exclusively available for purchase at the Comic Con events.



Cylon Centurion Battlestar Galactica™

Special Edition Repaint of 2011 ornament Limited-quantity (750 pieces) By Nello Williams. \$25.00 USA QMP4076 Exclusively available for purchase



Orange County Convention Center Orlando, FL

8.23 - 8.26



The Dary Knight Returns Batman™ Special Edition Limited-quantity (875 pieces)

\$25.00 USA QMP4073 Exclusively available for purchase

Exclusively available for purchase at the Comic Con events.



Obi-Wan Kenobi and Ponda Baba Star Wars: A New Hope™ Special Edition Set of 3 ornaments. Limited-quantity (2,000 sets) \$35.00 USA QMP4078

Exclusively available for purchase at Star Wars Celebration VI.

NEW YORK COMIC CON

Javits Center

10.11 - 10.14



4-LOM and Zuckuss

Star Wars: The Empire Strikes Back™ Special Edition Set of 2 ornaments. Limited-quantity (800 sets) By Kristina Gaughran and Robert Chad. \$35.00 USA QMP4071 Exclusively available for purchase

at the Comic Con events.



Cylon Centurion Battlestar Galactica™ Special Edition Repaint of 2011 ornament Limited-quantity (600 pieces) By Nello Williams. \$25.00 USA QMP4076 Exclusively available for purchase



Bobby Orr Boston Bruins® Features one of Canada's most well known and loved hockey icons. \$24.99 CAN QXA2017 Canadian Exclusive Available beginning November 1, 2012

CANADIAN icons

Availble as noted

ALL CANADIAN EXCLUSIVES



The Dark Knight Returns Batman™ Special Edition Limited-quantity (700 pieces) \$25.00 USA QMP4073

Exclusively available for purchase at the Comic Con events.



Oh, Canada! Press button to hear "O Canada", Canada's national anthem. \$23.99 CAN QXA2015 Canadian Exclusive Available beginning October 15, 2012



Anne of Green Gables 1st in the series Celebrate one of the most beloved characters in Canadian literature. \$19.99 CAN QXA2016 Canadian Exclusive Available beginning November 1, 2012