



For Immediate Release

Norman's Hallmark: Newark, Del. Store Selected to Host Artist Signing Event

Two-Day Happening Celebrates 50th Anniversary of Keepsake Ornaments

NEWARK, Del. (May 25, 2023) – A [Norman's Hallmark](#) store in Northern Delaware will have the honor of hosting a [Hallmark Keepsake Ornaments](#) signing event this summer. The July happening will provide a rare chance for enthusiasts to meet – and have ornaments signed by – two studio artists with loyal followings among collectors of these beloved seasonal mementos.

On July 21 and 22, Norman's Hallmark at Christiana Center (320 Center Blvd.) in Newark will welcome Joanne Wright and Emma Leturgez-Smith – two renowned Hallmark artists – in conjunction with Hallmark's nationwide artist signing event. Hallmark has released more than 10,000 different Keepsake Ornaments since the line's inception in 1973, with 300-500 new Keepsake Ornaments released each year.

The Norman's Christiana Center location is one of only 10 Hallmark Gold Crown stores across the country – with only two in the Northeast – selected to host an artist signing during this two-day event.

"To be chosen to host a signing event is exciting and a tremendous privilege," said Howard Henschel, president and chief executive officer of Norman's Hallmark, an employee-owned company and the nation's largest independent owner of Gold Crown Hallmark stores. "Welcoming these two acclaimed artists to one of our stores the same year we are celebrating 50 years of Keepsake Ornaments makes it all the more special."

In-Store Event Details

On Friday, July 21, Norman's Hallmark at Christiana Center will host an exclusive opportunity for Keepsake Ornament Club (KOC) members. From 6:30 to 8:30 p.m., KOC members can have any two ornaments designed by the on-site artists signed (two ornaments per person; not per membership or per artist). On Saturday, July 22, from 9 a.m. to 2 p.m., the general public and KOC members can have a total of four 2023 model line ornaments designed by the visiting artists signed (four ornaments total per person, not per artist).

For the latest updates and more information on artist signing events, visit [Hallmark.com](#).

Norman's offers a complete line of Hallmark products, cards for every occasion and Keepsake Ornaments, along with a diverse merchandise selection for gift giving and the home that includes fashion apparel and accessories, books, stationery, games, home

décor, specialty candy and gourmet foods. The company maintains thriving supplier partnerships with household-name brands like Squishmallows, Vera Bradley, Yankee Candle, Life is Good, Scout Bags, Willow Tree, Mud Pie, David Bradley Chocolatier, Stonewall Kitchen, and Godiva, among many others.

Norman's Hallmark currently operates more than 70 locations. With roots dating back over 80 years, Norman's has grown from a single retail store in Trenton, N.J., to a leading force in the social expression industry. The Newtown, Pa.-based company continues to grow its brick-and-mortar footprint throughout Pennsylvania and New Jersey, and in recent years expanded into Delaware and northern Maryland; it also maintains a strong ecommerce presence.

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[About Norman's Hallmark](#)

105 Terry Drive, Newtown, Pa., 18940

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