



For Immediate Release

Norman's Hallmark: 'Warmies for Warriors' Raises \$21,262 for CHOP Cancer Fund

Retailer Values Giving Back to the Community

NEWTOWN, Pa. (Oct. 23, 2025) – In conjunction with Childhood Cancer Awareness Month, [Norman's Hallmark](#) customers and sales associates helped make the card and specialty gift retailer's "Warmies for Warriors" fundraiser a success. Norman's donated a portion of proceeds from every Warmies plush toy purchased in its stores and online during the 16-day event – for a total of \$21,262 to the CHOP Cancer Fund at [Children's Hospital of Philadelphia](#). The campaign also allowed shoppers to make additional donations at checkout.

"Making a positive contribution to the communities where we do business is part of Norman's company culture," said Howard Henschel, Norman's president and chief executive officer. "As long-time supporters of CHOP, we are proud to continue our commitment to this vital institution and its impactful work. We are grateful to our team members and customers for making our 'Warmies for Warriors' fundraiser a success."

Following a 22-store portfolio acquisition in 2025, employee-owned Norman's Hallmark currently operates 100 locations. With roots dating back 85 years, Norman's Hallmark 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. 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 Warmies, Vera Bradley, Yankee Candle, Life is Good, Scout Bags, Willow Tree, Tervis, David Bradley Chocolatier, Stonewall Kitchen and BOGG Bags, amongst many others.

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[About Norman's Hallmark](#)

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