



Fact Sheet

Company Name:

Hallmark Cards, Inc.
2501 McGee Trafficway
Kansas City, MO 64108

President and CEO: Mike Perry

Founded: 1910

Headquarters: Kansas City, Mo.

Consolidated Annual Revenues: Approximately \$3.5 billion in 2020

Employees: Hallmark employs approximately 27,000 worldwide

- 2,000 (approx.) employees at Hallmark's Kansas City headquarters
- 750 (approx.) employees in Hallmark's global creative community including artists, designers, stylists, writers, editors, web designers, and photographers who work on developing products.

Hallmark's portfolio of businesses:

- **Hallmark Global:** Global greetings and retail business sells greeting cards, gift wrap and related products in more than 30 languages with distribution in more than 100 countries and 100,000 rooftops worldwide. Retail operations include a network of company-owned and independently-owned Hallmark Gold Crown stores in the U.S., Canada, England and Ireland featuring greeting cards, Keepsake ornaments and a range of home décor and gift products.
- **Crayola:** Crayola LLC, based in Easton, Pa. is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable in markets around the world. It also operates Crayola Experience attractions in Arizona, Florida, Minnesota, Pennsylvania and Texas.
- **Crown Media Family Networks:** Operates 24-hour cable networks Hallmark Channel, Hallmark Movies & Mysteries and Hallmark Drama with distribution in the U.S. and Canada. Hallmark Publishing is a leading publisher of uplifting eBooks, audiobooks, and print editions, and Hallmark Movies Now is a subscription-based streaming service.
- **Crown Center:** A real estate development business responsible for managing the 85-acre hotel, office, entertainment and residential complex surrounding Hallmark's world headquarters in Kansas City, Mo. Historically attracting five million visitors annually, Crown Center is a key meeting and tourist destination. Another Hallmark business at Crown Center is Halls Kansas City, a specialty department store.

2020/2021 Recognition Highlights:

- Best Places to Work for LGBTQ Equality (Human Rights Campaign)
- America's Best Large Employers (Forbes/Statista)
- America's Best Employers for Women (Forbes/Statista)
- Greeting Card Brand of the Year (Harris Poll)
- Platinum Healthy KC Certified (Greater Kansas City Chamber of Commerce)
- Caring Company Award (Hong Kong Council of Social Service)
- Racial Diversity and Inclusion Charter (Hong Kong Equal Opportunities Commission)

Licensing: Hallmark has more than 100 licensing partnerships that feature the most popular characters, stories and content from brands such as Disney, Warner Bros., Peanuts and more.