



## Company Fact Sheet

**Company Name/Mailing Address:**

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

**President and CEO:** Mike Perry

**Founded:** 1910

**Headquarters:** Kansas City, Mo.

**Consolidated Annual Revenue:** Approximately \$3.8 billion in 2021

**Employees:** Hallmark employs more than 20,000 people worldwide across its enterprise.

**Hallmark's enterprise portfolio:**

- **Hallmark Global:** Global greetings and retail business sells greeting cards, gift wrap and related products in more than 30 languages with distribution in nearly 100 countries and 100,000 rooftops worldwide. Retail operations include a network of both company- 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, Penn, 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.
- **Hallmark Media:** Operates 24-hour cable/satellite networks that include 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 video 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.

**2021-2022 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)
- America's Best Employers for New Grads (Forbes/Statista)
- Greeting Card Brand of the Year (Harris Poll)
- Caring Company Award (Hong Kong Council of Social Service)

**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.