



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.

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

Hallmark's enterprise portfolio:

- **Hallmark:** Global greetings and retail business designs and sells greeting cards, gifts, ornaments, and gift packaging 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.
- **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 three cable networks – Hallmark Channel, Hallmark Mystery and Hallmark Family – with distribution in the U.S. and Canada and a subscription-based streaming video service, Hallmark Movies Now.
- **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.

2023-2024 Recognition Highlights:

- America's Best Large Employers (Forbes/Statista)
- America's Best Employers for Diversity (Forbes/Statista)
- America's Best Employers for Women (Forbes/Statista)
- America's Best Employers for New Grads (Forbes/Statista)

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.